



Annual Board of Directors Bi-Monthly Meeting

January 26, 2023 – 9:00 -11:30 am

Hybrid via Zoom or in person

The Beacon Grand Hotel, 450 Powell Street (Beacon West room – mezzanine)

MINUTES

In attendance

The following directors and advisory committee chairs were in attendance: Mark Purdy (Board President Stephen Brett (Secretary), Julie Taylor (Treasurer), Jordan Buckley, Shirley Howard-Johnson, James Sangiacomo (Finance Chair), Wes Tyler, J. Timothy Falvey, David Lewin, Marcus Mirt, Maxine Papadakis, Evan J. Kaizer, Don Thomas, Cammy Blackstone, Russell Keil Jr., Opio Dupree, Erik Murray, Manuela Anne King, and Mark Sullivan.

The following staff and contract service providers were in attendance: Marisa Rodriguez (CEO), Benjamin W. Horne (CFO), Ken Rich (COO), Lance Gorée (Director of Services), Zarrina Yousufzai (Sr. Admin Coordinator), Eva Schouten (Public Realm Associate), Melanie Medina (Executive Assistant), Jessica Chilingirian (Digital Marketing Coordinator), Carlos Montano (Intern), Karen Gagarin (Services Manager), Tinea Adams (Block by Block).

Guests – Tom Brock, Captain Farmer (SFPD Central Station), Angie Clifton (Marriott Union Square).

Summary of Actions Taken by the Board of Directors

On January 26, 2022, the Board of Directors took the following actions. No public comment was received prior to any action item:

- **Action:** The Board unanimously approved the CEO's report including ratifying the Executive Committee actions from December 2022 as motioned by Julie Taylor and seconded by Opio Dupree.
- **Action:** The Board unanimously approved the November 17, 2022, minutes as motioned by Don Thomas and seconded by Evan J. Kaizer.
- **Action:** The Board unanimously approved nomination for Stephen Brett as Board Secretary as motioned by Wes Tyler and seconded by Mark Sullivan.
- **Action:** The Board unanimously approved the Mid-Year Report draft for July-December 2022 for submission to City as motioned by Julie Taylor and seconded by Jordan Buckley.
- **Action:** The Board unanimously approved revised agreement with the Union Square Foundation for management and administration fee as motioned by Jim Sangiacomo and seconded by Shirley Howard-Johnson.
- **Action:** The Board unanimously approved renewal of WiLine agreements as motioned by J. Timothy Falvey and seconded by Don Thomas.
- **Action:** The Board did not take action as the Union Square services agreement is still under negotiations.
- **Action:** The Board unanimously approved 990 and state filings drafts as motioned by Russ Keil Jr. and seconded by Julie Taylor.
- **Action:** The Board unanimously approved Unaudited Financial Report at 12/31/22 as motioned by Erik Murray and seconded by Julie Taylor.



- **Action:** The Board unanimously approved mid-year budget modification as motioned by Julie Taylor and seconded by Jim Sangiacomo.

Meeting Notes by Agenda Topic

The following notes supplement the actions taken by the Board and provide further information on agenda topics where no action was requested or taken.

1. Call to Order, roll call, and welcome and introduction to Marriott Union Square.

Observing a quorum present, Marisa Rodriguez called the meeting to order at 9:07 a.m. Introductions made, and roll call taken. Marisa introduced Angie Clifton of the Marriott and thanked her for hosting the Board meeting. Angie welcomed the Board members and gave some brief comments on the status of Union Square and thanked the organization for the work done, but asked that everyone do more.

2. Public Comment

Marisa Rodriguez called for public comment. Jim Sangiacomo recognized our successful Holiday Fundraiser cocktail party we had in December 2022 at the Beacon Grand.

3. CEO's report

- Holiday overview

The Holiday Fundraiser was a huge success. The Holiday Village activation in Hallidie Plaza was a success considering the difficulty of the space and the event made it more safer and festive. Furthermore, future projects and endeavors for Hallidie Plaza are opportunities for the Alliance to activate the space.

- Union Square Park Garage closing time (gates installed)

Rolling gates were installed in the Union Square Park Garage and operating hours are from 5:00AM – 11:00PM. Monthly members always have access to the garage, and if you are parked in the garage past 11:00PM you do have access to exit.

- Staff retreat.

The Alliance team held a staff retreat at the Marriot Marquis on January 20, 2023. The team took a DiSC assessment prior to the retreat to get a sense of their traits, strengths, and weakness in the workplace. The retreat was an enlightening team building experience for the Alliance.

- Board meeting attendance requirements update.

The COVID-19 State of Emergency ends on February 28, 2023. Due to the pandemic, the Brown Act enabled Board and Committee meetings to be hosted in a hybrid virtual-in person model. In-person meetings will be mandatory for quorum and member votes to be counted moving forward. However, there will be emergency and health circumstances that can excuse members from attending in-person.

- JP Morgan Conference.

The 41st Annual JP Morgan Healthcare Conference took place from January 9-13, 2023. There was a large uptick in foot traffic due to conference goers. The hotel industry experienced 80% of peak capacity from pre pandemic levels and our retailers and restaurants experienced more business.



- Executive Committee met on December 15, 2022, and approved:
 - Up to \$500K withdrawal from Line of Credit (additional if needed).

CLOSED SESSION

- Policy for staff consulting.
- Staff compensation adjustments and yearend bonuses.

Action to accept the Executive Director’s report including ratifying the Executive Committee actions from December 2022.

Action: The Board unanimously approved the Executive Director’s report including ratifying the Executive Committee actions from December 2022 as motioned by Julie Taylor and seconded by Opio Dupree.

At this point in the meeting, Captain Farmer from the San Francisco Police Department, joined the meeting. Captain made an announcement at the meeting regarding potential civil unrest due to the release of a “heinous” video of police violence on Tyre Nichols in Memphis Tennessee. While the SFPD did not have any verified intelligence on planned protests for Union Square at the time, Captain Farmer encouraged members to protect their staff and property in the district by whatever means necessary including the possibility of boarding up their retail locations. The SFPD would also likely be doing after hours roadblocks around Union Square in an attempt to prevent any possible looting. Members asked questions and a robust discussion ensued. Members thanked Captain Farmer for his attendance and for the SFPD’s continued support of Union Square.

4. Action to approve prior meeting minutes of November 17, 2022

Action: The Board unanimously approved the November 17, 2022, minutes as motioned by Don Thomas and seconded by Evan J. Kaizer.

5. Discussion and nomination of Board secretary and action to approve Stephen Brett as Board Secretary. Marisa Rodriguez acknowledged Stephen Brett for filling in role as Board Secretary. Corrina Luebbe departed the role and created a new opening for the position.

Action: The Board unanimously approved nomination for Stephen Brett as Board Secretary as motioned by Wes Tyler and seconded by Mark Sullivan.

6. Review Mid-Year report draft for Jul-Dec 2022 and action to approve report for submission to City. The Alliance presented the Mid-Year report which highlights the Alliance’s accomplishments in clean and safe services, marketing and events, public affairs, and financial reports. The report will be submitted to the City of San Francisco as required by contract.

Action: The Board unanimously approved the Mid-Year Report draft for July-December 2022 for submission to City as motioned by Julie Taylor and seconded by Jordan Buckley.

7. Strategic planning update

The Alliance worked collaboratively with MIG and Streetsense to create the Union Square Alliance Strategic Plan. The Strategic Plan is the blueprint for the Alliance’s vision, goals, and objectives for the next



3 years. Final edits are being made and will be completed by the next Board meeting and brought to the Board for final approval.

8. Discussion and action to approve revised agreement with the Union Square Foundation for management and administration fee.

The Alliance and Union Square Foundation have a management agreement which indicates that Alliance provides management and work on behalf of the Foundation. The amount of funds that will be going through the Foundation 22-23FY and beyond has increased significantly (therefore requiring more management and oversight). The Alliance revised and renewed the current agreement with the Foundation essentially doubling the administrative fee monthly. The agreement will be reviewed again in July 2023.

Action: The Board unanimously approved revised agreement with the Union Square Foundation for management and administration fee as motioned by Jim Sangiacomo and seconded by Shirley Howard-Johnson.

9. To Receive the BID's Advisory Committee reports and to take **action** to approve several Committee recommendations:

a) Services & Public Safety (Don Thomas)

• Operations reports for November & December 2022

Don Thomas presented the Operations reports for the months of November and December. The Alliance ambassadors continue to do a great job to ensure a clean district. Legion security has ensured that quality of life matters have decreased. Highlights for the months of November and December include Winter Wonderland district activation, the Holliday Village in Hallidie Plaza, and World Cup Soccer Viewing at Union Square Park.

• Security camera updates and **action** to approve renewal of WiLine agreements.

WiLine delivers internet connectivity services for the Union Square Alliance's security camera program. It was believed that last fall that WiLine would be keeping the same rates on a month-to-month basis. However, billing began to go up and after inquiry a new contract was negotiated that includes a service level agreement with WiLine and fixed monthly rates, terms, and services.

Action: The Board unanimously approved renewal of WiLine agreements as motioned by J. Timothy Falvey and seconded by Don Thomas.

• Discussion regarding Union Square Park services agreement and possible **action** to approve new agreement with LAZ.

The Alliance continues to work under the existing contract and have proposed dedicated security and cleaning for 16-hours per day and one cleaning ambassador for 12 hours per day at the park under the new agreement. The agreement is still under negotiations. The Alliance staff was hopeful that a new agreement would be reached soon.

Action: The Board did not take action as the Union Square services agreement is still under negotiations.



- Block by Block updates and RFP
Lance Gorée presented Block by Block updates. Power washing schedules are occurring more during the daytime and are being monitored accordingly. The Services and Public Safety Committee will council and draft an RFP later this year regarding clean & safe and security policies.
- Bigbelly updates
The Alliance has reset its Big Belly sponsorships as of 1/01 – 12/31 and inquiries for Bigbelly unites are being accepted. The cost of the sponsorship is \$1500 per year per Bigbelly can. In addition, the Alliance will be receiving 10 new Bigbelly units in the coming months after delayed supply chain issues. Ben thanked the members that had already sponsored the cans.

b) Marketing & Communications (Mark Sullivan)

- Holiday Fundraiser results
On December 1, 2022, the Alliance held the Holiday Fundraiser at the Beacon Grand Hotel. The Union Square Foundation reached its stretch goal and raised a total of \$97K. \$12K was donated to the Salvation Army's Adopt-an-Angel program.
- New website, Vistity tour and social media updates
In December 2022, the Alliance launched its new website with new visuals and a fully integrated platform. The redesign is user friendly, and directories are easily accessible and up to date. The website has a new feature presented by Vistity which allows viewers birds eye view access of the district. Our activations throughout the holidays garnered tons of social media impressions and brought many visitors into the district. As a result, social media metrics were up across the board. Moreover, our follower growth increased in Instagram by nearly 15% in the months of November and December. The next Coffee & Connections will be on February 8th at 9:30 am at 1 Powell, AT&T.
- Union Square in Bloom and Tulip Festival
Union Square in Bloom will take place for the second year in a row. This is an opportunity for our businesses and hotels to activate their store fronts with floral blooms. Macy's and the Westin St. Francis will be a participants this year. Additionally, National Tulip Bulb Day will take place once again at Union Square Park on Saturday, March 4th.
- Annual Lunch save the date.
The Annual Lunch in will be on April 21st and the theme is "Momentum." The theme captures our goals moving forward for the Union Square and greater downtown San Francisco.

c) Streetscapes and Public Realm (Manuela King)

- Winter Wonderland and Holiday Village debrief.
The Alliance installed "Winter Wonderland" on the green background at the park during the holiday season. It is now returned to "San Francisco Union Square". Holiday décor was placed throughout the district such as snowflakes on the street poles, the flower baskets have poinsettias, and the cable cars were decorated. Large painted ornaments were placed along Powell Street which created an ornament trail and snowflakes were placed on the Maiden Lane bistro lights. "Winter Wonderland" Holiday Village took place in Hallidie Plaza from November 25th – December 24th with AT&T as the presenting sponsor. The Alliance partnered with



SFMTA, BART, iHeart Radio and others to promote the Holliday Village during its duration. Discussion took place regarding the potentials of Hallidie Plaza.

- SF Live Grant and plans
The Alliance received the SF Live Grant agreement from OEWD and is under review. The \$850K will be used to activate Union Square Park with live music performances from April – October 2023-2024. The Alliance will contract third party company to help orchestrate and transform the space to host the performances.
- R-Evolution installation
With the R-Evolution project being approved by the Arts Commission, the Alliance is looking into a summer 2023 installation assuming Rec and Park approves. The permit has not been approved installation logistics are still being sorted out.
- Lighting improvements project and Campton update
Parc 55 lit up their trees on Cyril Magnum, and the Alliance plans on activating the trees on Eddy Street. Alma and the palm trees have been lit at Union Square Park. The light art project has been moved back to Campton and the Alliance is currently reaching out to property owners in the ally.
- Powell Street updates
The Alliance met with SFMTA about the future of the Powell Street Promenade. SFTMA and the Alliance are in discussion to replace and redesign the existing parklets in the interim while the SFMTA allocates funding for the larger project. The short-term budget for the promenade is \$5 million and the Alliance has requested to facilitate and manage the project.

d) Finance & Audit (Jim Sangiacomo)

- Review and discussion 990 and state filings drafts and **action** to approve.
All members received a copy of the 990 via e-mail. The Alliance's CPA firm drafted the 990 and state filings for the FY22. The financial results reconciled to the audit results. The program descriptions and mission of the organization are on the 990 as are many other policy statements, a Board list, donor list and more. The state filing form is attached and goes to the FTB, and another goes to the California Attorney General.

Action: The Board unanimously approved 990 and state filings drafts as motioned by Russ Keil Jr. and seconded by Julie Taylor.

- Action to approve the Unaudited Financial Report at 12/31/22.
The Alliance has a surplus of \$115,771 as the first assessment payment was received in December 2022 of \$3.8 million. The organization outperformed budget by \$325K overall due to additional collection of second assessment payments. The assessments/core operations are outperforming budget by \$40K due to expenses being under budget in both clean, safe and marketing services. Administrative expenses were slightly over budget due to professional services. The Alliance spent less of other funds by \$427K due to SF Live grant starting in 2023. On the other hand, additional revenues from SF Live Grant, Economic Recovery Grants have not been recognized as of December 31, 2022. The USBID assessment operation expenses were near management plan levels with 71% on clean & safe, 15% marketing, and 14% admin. The forecast for the fiscal year is a total deficit of \$217K and the approved budget was \$381K



deficit. The goal is to break even for the fiscal year; finally, our reserves are at \$2.346 million and cash balance was \$3.152 million as of December 31st, 2022.

Action: The Board unanimously approved Unaudited Financial Report at 12/31/22 as motioned by Erik Murray and seconded by Julie Taylor.

- Review and discussion and action to approve mid-year budget modification.
The Alliance overall reduced expenses given the constraints to our plans these past months. Therefore, we scaled back and reduced costs and we executed negotiations to our benefit. There was a reduction in assessment expenses and deduction in revenue due to timing in assessments payments.

Action: The Board unanimously approved mid-year budget modification as motioned by Julie Taylor and seconded by Jim Sangiacomo.

e) Public Affairs & Advocacy (Erik Murray)

- Goals and strategies
The PAC committee is focused on an economic development plan and is focused on rezoning and working with our brokers for tenant recruitment.
- C3R update
The Alliance would like to use the C3R for stage improvements at Union Square Plaza. These funds are meant to be used on capital improvements in the district and the Alliance is in talks with Supervisor Peskin to see the eligibility of stage improvements with these funds.
- SFPD gator donation update
The Board of Supervisors approved the gators that the Alliance would like to donate to SFPD. We are waiting for OEWD to provide guidance on funding for the gift.

10. Announcements & New Business

- Chinese New Year Parade – February 4, 2023, at 5pm
- Next Executive Committee Meeting February 23, 2023 – 9:00am
- Next Board Meeting March 23, 2023 – 9:00 am (TBD)

11. Adjournment - The meeting was adjourned at 11:42 am