



## Annual Board of Directors Bi-Monthly Meeting

March 23, 2023 – 9:00 -11:30 am  
Hybrid via Zoom or in person  
The Donatello, 501 Post Street (5<sup>th</sup> Floor- Terrazzo room)

### MINUTES

#### In attendance

The following directors and advisory committee chairs were in attendance in person: 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, Stephen Brett, Cammy Blackstone, and Erik Murray.

The following directors and advisory committee chairs were in attendance via zoom: Manuela King,

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), Stacy Jed (Director of Marketing & Events), Zarrina Yousufzai (Finance & HR Associate), Eva Schouten (Public Realm Associate), Melanie Medina (Executive Assistant), Jessica Chilingirian (Digital Marketing Coordinator), Karen Gagarin (Services Manager), Beau Simon (Legal Counsel), Rachel Lewis (Member Services Representative), and Tinea Adams (Block by Block).

Guests – Tammy Brock, Ray DiGiacomo, Hannah Goody, and Pamela Garvey.

#### Summary of Actions Taken by the Board of Directors

On March 23, 2023, the Board of Directors took the following actions. No public comment was received prior to any action item:

- **Action:** The Board unanimously approved the Executive Director’s report including ratifying the Executive Committee actions from February 2023 as motioned by Don Thomas and seconded by Cammy Blackstone.
- **Action:** The Board unanimously approved the January 26, 2023, minutes as motioned by Don Thomas and seconded by Julie Taylor.
- **Action:** The Board unanimously approved the final draft of the Strategic Plan as motioned by Mark Purdy and seconded by J. Timothy Falvey. No public comment was received prior to the action.
- **Action:** The Board unanimously approved the insurance policy renewals as motioned by Evan Kaizer and seconded by Wes Tyler
- **Action:** The Board unanimously approved the Unaudited Financial Report at 2/28/23 as motioned by Jim Sangiacomo and seconded by Evan Kaizer.
- **Action:** The Board unanimously approved the letter of support for Urban Alchemy as motioned by J. Timothy Falvey and seconded by Julie Taylor.
- **Action:** The Board unanimously approved the letter of support for the SFPD supplemental budget request as motioned by Stephen Brett and seconded by Shirley Howard-Johnson.



- **Action:** The Board unanimously approved the RFP draft as motioned by Julie Taylor and seconded by Marcus Mirt.
- **Action:** The Board unanimously approved the 6-month extension of the Block-by-Block contract as motioned by J. Timothy Falvey and seconded by Shirley Howard-Johnson.

### 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 Don Thomas of The Donatello and thanked him for hosting the Board meeting. Don introduced members of his team who organized the meeting.

#### 2. Public Comment

Marisa Rodriguez called for public comment. Seeing none, she moved to the next agenda item.

#### 3. CEO's report

- Visit California

Marisa attended a conference from Visit California that focused on tourism in CA. There is an expected rise in tourism in the next few years throughout CA but specifically San Francisco. A board member commented that it would be nice if the SFPD Ambassadors would wear nametags so that visitors would feel welcome to engage with them.

- CDA West Coast Urban District Forum

Marisa will be attending the California Downtown Association's conference next week. She will be on a couple of panels to discuss security and the state of retail in Union Square. Stacy Jed will be on a panel as well to discuss transforming underutilized spaces and will speak on the holiday activation the Alliance did at Hallidie Plaza in 2022.

- American Tulip Day

American Tulip Day took place on March 4<sup>th</sup> at Union Square Plaza. The Square was covered with 80,000 tulips, free for the public to pick. The square saw over 35,000 people. Discussion took place regarding security measures and accessibility.

- 150<sup>th</sup> Cable Car Anniversary

Rick Laubscher will be celebrating the 150th anniversary of the Cable Car this year.

- Suit Up Event- May 19

The Union Square Foundation will be partnering with Macy's for Suit Up! For the second year in a row. This year 15 young women will be dressed by Macy's as part of their program to boost confidence and help them on a path to a potential career.

- Executive Committee met on February 23, 2023, and approved:

- Revised security camera usage policy
- MOU with SFPD and purchase of gators (for donation to SFPD)
- Support of the development at 838 Market Street
- Letter of support for SF Travel Welcome Ambassador Program



CLOSED SESSION

- Posting of intern position
- Staff consulting clients (updated)

**Action** to accept the Executive Director's report including ratifying the Executive Committee actions from February 2023.

**Action:** The Board unanimously approved the Executive Director's report including ratifying the Executive Committee actions from February 2023 as motioned by Don Thomas and seconded by Cammy Blackstone.

4. **Action to approve prior meeting minutes of January 26, 2023**

**Action:** The Board unanimously approved the January 26, 2023, minutes as motioned by Don Thomas and seconded by Julie Taylor.

5. **Strategic planning updates and review final draft and action to approve.**

Detailed tables for each general strategic initiative were presented to the Board for approval. The table outlines overall objectives that will help the Alliance team set goals over the course of 3 years. These objectives will be reviewed annually, and progress or challenges reported back to the Board.

**Action:** The Board unanimously approved the final draft of the Strategic Plan as motioned by Mark Purdy and seconded by J. Timothy Falvey. No public comment was received prior to the action.

6. **Board of Directors updates and election**

In May, the Board of Directors will be approving the slate to re-elect approximately ½ the board members' terms for the next 4 years. Marisa informed the Board that she will send an email to those with terms coming to an end in July to ask if they would like to be re-elected. Several members gave verbal commitment of their new term at the meeting. Discussion took place regarding the ratio of business owners and property owners on the Board. There were also several new nominees that would be on the Board slate that the Board would be asked to approve at the May meeting.

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

a) Marketing & Communications (Mark Sullivan)

• **Annual Luncheon**

The Union Square Foundation's Annual Luncheon and Fundraiser will be taking place on Friday, April 21<sup>st</sup> from 10:30am-2:00pm at the Westin St. Francis. The theme this year is *Momentum*. Early sponsors were mentioned and thanked for their generosity. Sponsorship and attendance were encouraged for all Board members.

• **Website Updates: Do Business Here, data dashboard**

The Alliance is working on building out the "Do Business Here" section on the website to promote opening and retaining businesses in Union Square. There would be a data dashboard as well as the virtual tour and press articles and other information.



- Social Media Updates  
During the month of January, the focus was on “New Year, New Business” and highlighted new businesses coming to the district and a recap of the Holiday season. In February, our Instagram following grew by 6%. Tulip Day posts were popular as it was mentioned by “Do the Bay”, a popular Instagram page, SF Standard, and the SF Examiner.
- Union Square in Bloom  
Union Square in Bloom is creating a cohesive theme throughout the district to beautify the public realm. There are 15 participants thus far which include retailers, restaurants, and hotels. There will be a public Bloom Kickoff event on Mother’s Day, a passport showcasing all participants for you to visit, and a dedicated page on the website as promotion.

b) Streetscapes and Public Realm (Manuela King)

- SF Live Grant and plans  
The Alliance has been awarded \$850K from OEWD to activate Union Square Plaza with live music. A final agreement is in the process and is expected to be signed by all parties in April. The activation has a June/July start date, and the Alliance will be working with Steffan Franz who also has been managing events at the Golden Gate Bandshell to produce the activations. Discussion took place regarding the grant agreement delay.
- SF Economic Recovery Grant update  
RFP 224 is in the process of being amended to include additional funds to program initiatives such as Bloom and the holiday season. The Alliance is proposing to do an intercept survey and RFI of Hallidie plaza be conducted to understand the space better and find the best way to activate it.
- Powell Street updates  
The Alliance has been in contact with the SFMTA to discuss an interim project for the promenade while larger funding can be sourced for the bigger project at hand. The Alliance would like to take on the interim project and will be discussing options with SFMTA.
- Hallidie Plaza  
The Alliance continues to support Hallidie Plaza with clean and safe services, maintaining the landscape, and provided tables & chairs and wayfinding banners. Discussion took place regarding the R-Evolution statue meant to be placed at Union Square Park.

c) Finance & Audit (Jim Sangiacomo)

- Review insurance policy renewals summary and **action to approve.**  
Ben provided an overview of the insurance policy renewals (and provided a summary) to the Board which occurs every March. There has been an increase in general business liability and property due to increases in the property and revenue of the organization. Professional liability has also increased due to an increase in the number of events. Additionally D&O/EPL/Crime had increased – due to rates overall increasing in the industry. A comparison of the current policy and the renewal was presented. Discussion took place regarding regular recaps of the insurance policy.

**Action:** The Board unanimously approved the insurance policy renewals as motioned by Evan Kaizer and seconded by Wes Tyler.



- **Action to approve the Unaudited Financial Report at 2/28/23.**

Ben provided a summary of the unaudited financial reports of February 2023. The Alliance has an overall operating deficit of \$1 million as the Alliance awaits the second assessment expected in April. The organization outperformed budget by \$291K overall (\$386K from assessments/core operations less \$95K from other funds) in part due to additional collection of second assessment payments but also expense management and other revenue generation. The assessments/ core operations are outperforming budget by \$50K due to expenses being under budget in clean and safe category. Admin and marketing expenses were slightly over budget due to professional services. Other funds were spent less by \$457K due to SF Live grant starting in 2023, lighting grant install challenges, and no additional grants (yet) have been incurred.

Additional revenues from SF Live Grant, Economic Recovery Grants have not been recognized as of February 2023 although expenses (wages) have been incurred. The USBID assessment operation expenses were near management plan levels with 72% on clean and safe (includes security cameras), 14% on marketing and 14% on admin. The forecast for the fiscal year is a total deficit of \$251K. The approved budget was \$381K deficit. Our goal is to break even for the fiscal year. Net assets (reserves) are at \$1.207 million and cash balance was and \$1.717 million at 2/28/23.

**Action:** The Board unanimously approved the Unaudited Financial Report at 2/28/23 as motioned by Jim Sangiacomo and seconded by Evan Kaizer.

d) Public Affairs & Advocacy (Erik Murray)

- **Pronto Presentation**

Jenny Song came and spoke to the Board about a new app called Pronto. This would provide accessible restroom locations to users (delivery drivers) via text message. As a provider for Pronto, you can be selective of which Pronto users can have access to your exact restrooms. Pronto's purpose is to help keep streets clean by providing a more humane option to people to relieve themselves. Jenny requested if anyone of our members would like to be a potential partner.

- **Planning Department presentation at Committee**

Rich Hillis, Elizabeth Watty, and Anne Taupier spoke to PAC about the cultural shift within the planning department to move forward with the changes occurring throughout the city. An example of changes within the department includes streamlining the permitting process with a 30-day window and changes in zoning codes specifically for Union Square.

- **Discussion and action to approve letter of support for Urban Alchemy**

Urban Alchemy's presence at Hallidie Plaza has been a positive addition to the area. A letter of support was asked by the Alliance from SF Travel to continue their funding for the next fiscal year as they go forth the Budget and Appropriations Committee of the Board of Supervisors.

**Action:** The Board unanimously approved the letter of support for Urban Alchemy as motioned by J. Timothy Falvey and seconded by Julie Taylor.

- **SFPD supplemental budget request and action to approve letter of support.**



The mayor announced the SFPD budget supplemental that will continue to fund SFPD through the end of the current fiscal year. The continuation of the budget will allow for the current level of service in Union Square (dedicated command van and increased safe shopper foot patrols) that we see today. The budget will also prevent the mandate from cutting and freezing the hiring process and continue the SFPD retired police ambassador program.

**Action:** The Board unanimously approved the letter of support for the SFPD supplemental budget request as motioned by Stephen Brett and seconded by Shirley Howard-Johnson.

- **Additional cleaning budget request**

The SF Benefit District Alliance came together in agreement that each CBD is willing to provide additional cleaning services but will need funding from the city to do so. The Alliance is working with OEWD to get this request processed and approved if possible.

- **SFPD gator donation update**

There are no updates at this time.

e) Services & Public Safety (Don Thomas)

- **Operations reports for January & February 2023**

Tinea Adams, Operations Manager for Block by Block, provided a summary of the January and February 2023 operational reports. Post holiday season, there has been an overall decrease in hospitality interactions and illegal street vending. There has been an increase in garbage debris, disorderly individuals, and graffiti. The Union Square Block by Block ambassadors were recognized on the official Facebook page for Block by Block highlighting their hard work. Ambassadors have also been handing out MPC orders to businesses in the district to help alleviate trespassing in doorways. Discussion took place regarding the cleanliness of Union Square.

- **Review and draft RFP for clean and safe services and **action** to approve RFP draft.**

The Alliance will be releasing a services RFP to hear from several vendors about their services and best practices. The Alliance is looking for clean and safe services, event support, security, and overnight pressure washing. A responder can propose one or all of these services. An RFP committee will be formed to evaluate the proposals and make recommendations to the services committee at the next meeting. The RFP does not reflect dissatisfaction with the Alliance's current providers. The purpose of the RFP will be to give other vendors the opportunity to present their services to the Alliance and learn about different vendors, options, and competitive rates.

**Action:** The Board unanimously approved the RFP draft as motioned by Julie Taylor and seconded by Marcus Mirt.

- **Review draft and **action** to approve extension of Block-by-Block contract.**

The 19th amended contract with Block by Block was presented to the Board. This amendment will extend the current contract. No other changes were made to the contract.

**Action:** The Board unanimously approved the extension of the Block-by-Block contract as motioned by J. Timothy Falvey and seconded by Shirley Howard-Johnson.

- **Bigbelly Sponsorship**



Sponsorship opportunities are available on Bigbelly units throughout the district. If interested, contact Ben Horne or lance Goree for more information.

- Discussion regarding Union Square Park services  
The Alliance continues to provide services to Union Square Park daily with cleaning and hospitality ambassadors. The contract with Rec & Park will end by June. The Alliance will be unable to continue the current services due to a requirement that a local business enterprise (LBE) must be a certain percentage of the services under the contract. Discussion took place regarding possibly extending the current contract the Alliance has with Rec & Park and other options.

#### **8. Tribute to Women's History Month**

The Alliance acknowledged the women on the Board for their dedication to supporting the efforts of the Union Square Alliance as a part of Women's history month.

#### **9. Announcements & New Business**

Upcoming meetings were reviewed by Marisa.

- Annual Lunch April 21, 023- 10am-2pm (Westin St. Francis)
- Next Executive Committee Meeting April 27, 2023 – 9:00am
- Next Board Meeting May 25, 2023 – 9:00 am (Axiom Hotel)

#### **10. Adjournment**