



Executive Committee

February 23, 2023– 9:00– 10:30 a.m.
Hybrid Meeting, via Zoom and In-person at 291 Geary Street, Suite 200

MINUTES

In Attendance

Members and Committee Chairs: Mark Sullivan, Don Thomas, Wes Tyler, Stephen Brett, Russell D. Keil Jr, Manuela King, Mark Sullivan, Mark Purdy, and Julie Taylor.

Staff and Guest Attendees: Marisa Rodriguez (CEO), Ken Rich (COO), Benjamin Horne (CFO), Melanie Medina (Executive Assistant), Beau Simon (Legal Counsel), Tammy Brock, and Thomas Brock.

Summary of Actions Taken by the Committee

No public comment was received before any of the following action items.

- **Action:** The Committee reviewed and unanimously approved the meeting minutes from December 15, 2022, as motioned by Russ Keil Jr. and seconded by Julie Taylor
- **Action:** The committee unanimously approved the revised security camera usage policy as motioned by Stephen Brett and seconded by Russ Keil Jr.
- **Action:** The committee unanimously approved supporting the Mayor's budget supplemental request to continue funding police overtime as motioned by Mark Purdy and second by Julie Taylor.
- **Action:** The committee unanimously approved the MOU with SFPD for use of donated gators and purchase of gators as motioned by Mark Purdy and seconded by Julie Taylor.
- **Action:** The committee unanimously approved to support the new development at 838 Market Street as motioned by Julie Taylor and seconded by Mark Purdy.
- **Action:** The committee unanimously approved to ratify the letter of support for the SF Travel Welcome Ambassador program as motioned by Julie Taylor and seconded by Stephen Brett.

Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 9-14)

1. Call to Order and Roll Call

Marisa Rodriguez called the meeting to order at 9:05 a.m.

2. Public Comment



Marisa called for public comment. Russ commented on the increase in foot traffic at the Montgomery BART station headed South. Ben noted that the increase in foot traffic in Union Square is 45% higher than it was this time last year.

3. Action to approve the minutes of December 15, 2022

Action: The Committee reviewed and unanimously approved the meeting minutes from December 15, 2022, as motioned by Russ Keil Jr. and seconded by Julie Taylor.

4. Discussion regarding conducting Board meetings starting March 2023.

Starting February 28, 2023, the advisory chairs and the Board of Directors must be physically present during meetings to meet quorum, actively participate, and vote on action items. A disclaimer will be placed moving forward on the top of the agenda stating participation rule. Discussion took place regarding the option of providing a zoom link and the costs associated when meetings are held off site.

5. Discussion regarding Board election 2023 and potential nominees for Board seats.

The Alliance will be sending out a new ballot at the May Board meeting. The current seating of the Board was shared with the committee. According to the by-laws, the majority of Board members must be property owners and business owners should make up 20% of the Board. Discussion took place regarding potential small/local business owners who can fill in vacant spots on the Board. Any members interested in participating in the Alliance should be advised to

6. Union Square Park agreement update

The Alliance will continue to work with Rec and Park to finalize the Square Park agreement regarding the services the Alliance provides to the park. An RFP will be released in the coming months for the cafes located at the park. Discussion took place regarding the best options for the cafes.

7. SF Live and grant funding updates

The Alliance was awarded \$850K for live music performances at Union Square Park. The contract is in its finalization stage and is expected to be completed before the summer. An RFP was released citywide for the marketing of this grant. For Hallidie Plaza, there is \$300K additional funding to be used for a study on the area, Bloom décor, holiday décor, and general maintenance. Discussion took place regarding the best way to activate Hallidie Plaza

8. Annual Lunch- April 21, 2023

On April 21st, the Union Square Foundation will be hosting its Annual Luncheon and Fundraiser. It will be hosted at the Westin St. Francis from 10:30am-2:00pm. The committee was encouraged to sponsor the event and buy tickets.



9. Discussion and review of revised security camera usage policy and action to approve revised policy.

The Alliance last updated its security camera usage policy in January 2020. The major change within the policy includes allowing Dropbox as a form of video footage retrieval. Previously, people had to come in person to retrieve video but since the pandemic the Alliance had to shift to online access. The second major change in the policy is continuing to allow requests for live access of the camera system from SFPD that will be evaluated on a case-by-case basis. Lastly, requests can be made 24/7 rather than Monday-Friday 9-5 as before.

Action: The committee unanimously approved the revised security camera usage policy as motioned by Stephen Brett and seconded by Russ Keil Jr.

10. Discussion and action to support the Mayor's budget supplemental request to continue funding police overtime.

The Mayor has 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 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. A letter of support from the Alliance is to be drafted if approved.

Action: The committee unanimously approved supporting the Mayor's budget supplemental request to continue funding police overtime as motioned by Mark Purdy and second by Julie Taylor.

11. Discussion and action to approve MOU with SFPD for use of donated Gators and action to approve purchase of Gators.

The Alliance supported purchasing Gator's for SFPD's to be used exclusively in Union Square to support our needs here in the district. OEWD requested clarifying language that the gators are going to be purchased through the Union Square Alliance and will be used specifically in Union Square.

Action: The committee unanimously approved the MOU with SFPD for use of donated gators and purchase of gators as motioned by Mark Purdy and seconded by Julie Taylor.

12. Discussion regarding development of 838 Market St and action to support new development.

There will soon be a development project at 838 Market Street that will include additional office spaces and changes to its façade. The developers have asked the Alliance for support as they navigate the city process to begin the development.



Action: The committee unanimously approved to support the new development at 838 Market Street as motioned by Julie Taylor and seconded by Mark Purdy.

13. Discussion and review of letter supporting SF Travel Welcome Ambassadors program and action to ratify letter of support.

SF Travel has asked for the Alliances support to continue the funding for the SF Travel Welcome Ambassador program. Marisa stated the benefits these ambassadors provide to Union Square and presented the Alliance's letter of support. Withing the letter language was included to have the ambassador receive additional training to further enhance their presence in Union Square.

Action: The committee unanimously approved to ratify the letter of support for the SF Travel Welcome Ambassador program as motioned by Julie Taylor and seconded by Stephen Brett.

14. Strategic Planning Update

The final edits were submitted to the consultants for the Strategic plan. A final plan will be presented to the Board in the March meeting for approval.

CLOSED SESSION (See Closed Session Minutes)

15. Action to approve closed minutes from December 15, 2022.

16. Staffing updates and possible action to approve the posting of new intern position.

17. Discussion and action to approve client projects for staff

18. Upcoming meetings

- a. Tulip Day at Union Square Park – March 4, 2023
- b. Board Meeting – March 23, 2023, 9am (location TBD)
- c. Next Executive Committee Meeting – April 27, 2023, at 9:00am

19. Adjournment: 11:40 am