



Executive Committee

April 27, 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, Stephen Brett, Russell D. Keil Jr, Mark Sullivan, Mark Purdy.

Members and Committee Chairs who joined via zoom: Wes Tyler, Julie Taylor, and Manuela King.

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

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 February 23, 2023, as motioned by Don Thomas and seconded by Mark Sullivan.
- **Action:** The committee unanimously approved the letter of support for the mayor's tax incentive policy as motioned by Don Thomas and seconded by Mark Purdy.
- **Action:** The committee unanimously approved the letter of support for potential zoning changes as motioned by Don Thomas and seconded by Mark Purdy.

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 9:09 a.m.

2. Public Comment

Marisa called for public comment. Hearing none, Marisa moved to the next agenda item.

3. **Action** to approve the minutes of February 23, 2023

Action: The Committee reviewed and unanimously approved the meeting minutes from February 23, 2023, as motioned by Don Thomas and seconded by Mark Sullivan.



4. Discussion regarding conducting Board meetings starting March 2023, slate, and nominees.

Lauren Ellis with CK Contemporary, Spencer Sechler with ACE Parking, and Clif Clark with the Westin St. Francis, will be voted at the next Board meeting as potential new Union Square Alliance Board members. The Board will also approve the slate of candidates followed by an election by members. The ballot will be mailed to the members after the May Board meeting and the results will be confirmed at the July Board meeting.

5. Union Square Park agreement update

There is no current update for the Union Square Park agreement. It has been communicated to the Alliance that a LBE will need to provide some of the services at the plaza and Block by Block does not fit the criteria. But some services will remain including ambassador (safety/hospitality), security and events. An RFP has also been released for the cafes at the plaza. Discussion took place regarding who might be the best fit to operate the café spaces.

6. SF Live and grant funding updates

The Alliance has applied for and received several grants within the past year. First, SF Live will allow a live music series at Union Square Park. Second, RFP 224 has been amended that will allocate funds to Union Square in Bloom, additional tables and chairs, and the holiday season of 2023. United Airlines has taken part of Bloom and bloomed their SFO lounge at sponsored the floral arrangement on the Union Square Plaza stage. Macys has also sponsored by blooming the 38 bus stop along Geary and the Union Square Garage sign. Discussion took place regarding the workload of staff given the amount of grants.

7. Annual Lunch results

The Annual luncheon that took place on April 21, 2023, has been receiving a lot of positive feedback. Marisa thanked United Airlines as the premiere sponsor and all those who purchased a table and ticket. The preliminary results of the luncheon reveal that \$130K was raised and \$35K was spent on the luncheon. Discussion took place regarding ambassador recognition for next year and recording the event.

8. Services RFP update and discussion

A selection committee was created to review the proposals from several vendors to provide clean and safe services, security, and power washing. The committee will meet on May 8th to score the responses, May 15th to interview their top choices, and bring their final selection to the Services Committee and May Board of Directors meeting. Discussion took place regarding the current relationship with the Alliance and Block by Block.



9. Bloom events and updates

On May 11th, there will be a private VIP party for all participants of Bloom to celebrate the launch of this year's initiative (at Neiman Marcus). There will also be a launch party for Haute Living Magazine that includes a 6-page spread about Union Square and Bloom. In addition, on Mother's Day, there will be a public launch event for Bloom in Union Square Park.

10. Discussion and action to approve letter of support for the mayor's tax incentive policy.

Laural Arvanitidis, the Director of Business Development at OEWD spoke to PAC and asked for the Alliance's support on the mayor's two proposed tax incentives that will go before the Board of Supervisors. The first is to further delay tax increases that were introduced and passed by voters in 2020 known as Prop F. Second, the Mayor proposed an office attraction tax credit that will allow for a 0.45% discount on office based gross receipts for new offices locating to San Francisco for up to three years. Businesses eligible for this tax credit include information, administrative and support services, financial services, professional, scientific, and technical services. Discussion took place regarding the limited benefits of the tax incentives.

Action: The committee unanimously approved the letter of support for the mayor's tax incentive policy as motioned by Don Thomas and seconded by Mark Purdy.

11. Discussion and action to approve letter of support for potential zoning changes.

The zoning changes legislation for Union Square will be going before the Board of Supervisors and a letter of support from the Alliance has been requested. These zoning changes include upper floor flexibility, relaxation of office to residential conversion regulations, more flexibility of ground floor uses and state our disapproval of the 5-year sunset rule on the proposed legislation in the letter.

Action: The committee unanimously approved the letter of support for potential zoning changes as motioned by Don Thomas and seconded by Mark Purdy.

12. Gator donation update and MOU.

One gator has been ordered that is a four-seater per SFPD's request. The delivery date for the gator is still pending but should be any day.

The open meeting concluded and adjourned at 10:15am.

CLOSED SESSION (See Closed Session Minutes for items 13-17)