



## Public Affairs Committee

April 11<sup>th</sup>, 2023 – 9:00 -10:30 a.m.  
Hybrid, In person and via Zoom

### MINUTES

#### In Attendance

Committee members: Don Thomas, Wes Tyler, Russ Keil Jr., Stephen Brett, Beau Simon, Erik Murray, Lauren Ellis, J. Timothy Falvey, Thomas Brock, Terry Lewis, Tammy Brock, Pulkesin Mohan, Ali McEvoy, and Casey Neuburger.

Staff: Marisa Rodriguez (CEO), Ken Rich (COO), Melanie Medina (Executive Assistant)

Guests: Rafael Mandelman (Supervisor, District 8), Jackie Thornhill (Legislative Aide), Laurel Arvanitidis (OEWD).

#### 1. Call to Order and Introductions

Marisa Rodriguez called the meeting to order at 9:04 a.m. Introductions were made.

#### 2. Public Comment

Marisa called for public comment. Hearing none, she moved onto the next item on the agenda.

#### 3. Announcements

- Union Square in Bloom 2023  
On May 14<sup>th</sup>, the Alliance will be hosting a Mother's Day Bloom Kickoff event at Union Square Park from 1:00pm-4:00pm. There will be a live salsa band, pop up bar, and food. On May 11<sup>th</sup>, there will be a VIP Bloom event at Neiman Marcus for all Bloom participants to celebrate and thank them for their participation.
- Annual Luncheon Fundraiser  
The Union Square Foundation will be holding its Annual Luncheon and Fundraiser on Friday, April 21<sup>st</sup> at the Westin St. Francis. Marisa encouraged the committee to get their tickets as the event is almost sold out.
- Coffee & Connections  
On April 12, Coffee & Connections will be hosted at Macy's Wine Bar located on the 3<sup>rd</sup> floor of Macy's. We will be hearing from an expert on trends relating to restaurants and retail.
- Strategic Planning Updates



Marisa Rodriguez and Ken Rich have been on a roadshow to present the Strategic Plan to others to inform them of the 3-5 year plan the Alliance has for Union Square.

- Rezoning  
The City has agreed that flexibility in zoning in Union Square is needed in order to recover from the pandemic to allow alternative usages of upper floors of existing buildings. Discussion took place regarding the “5-year sunset” language in the zoning amendment from the City.
- Downtown Recovery Group meeting  
No current updates on the downtown recovery group.
- C3R Open Space Funds Update  
The Alliance would like to use the C3R funds for stage improvements at Union Square Park. Discussion took place regarding the funds being allocated elsewhere.
- Powell Street Promenade Updates  
The Alliance will be meeting with the SFMTA to discuss funding for the promenade for a project in the interim as we await a larger funding source for the long-term project.

#### 4. **Action to Approve the March 14, 2023, Minutes**

Marisa directed the committee to the minutes of the last meeting and provided a summary.

**Action**: The Committee unanimously approved the February 14, 2023, minutes as motioned by Erik Murray and seconded by Russ Keil Jr.

#### 5. **Supervisor Mandelman; A Place for All legislation**

Supervisor Mandelman spoke to the committee about A Place for All legislation that was proposed in 2020. The goal of the legislation was to create immediate shelter and safe sleeping sites to get individuals experiencing homelessness off the streets. The legislation was passed by the Board of Supervisors in 2022 and the Department of Homelessness and Supportive Housing was tasked with creating an implementation plan. This plan was released in December 2022 and was not well received by the public regarding its funding costs. Supervisor Mandelman believes the plan needs to be revisited to provide a financially realistic plan and perhaps have the Department of Emergency implement the plan rather than HSH. Discussion took place regarding other organizations’ position on A Place for All.



The following questions were asked by the committee:

- 1) What locations are being considered for the temporary and permanent beds/housing?
- 2) Is the model being proposed in the plan like the current navigation centers?
- 3) Potential of offsite options such as cruise ships
- 4) Mixed housing units to prevent high concentration of individuals in one building.
- 5) Is there current State or Federal funding for A Place for All?
- 6) What is the role of SFPD with addressing homelessness?

**6. OEWD; Laurel Arvanitidis- Tax Incentives**

Laurel Arvanitidis, the Director of Business Development at OEWD, informed the committee about the mayor's proposal of tax incentives to entice businesses to do business in San Francisco. 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 process of adoption of mechanics and how these incentives affect current businesses. Laurel then asked the committee for a letter of support for the mayor's proposed tax incentives.

**Action:** The committee unanimously approved a letter of support for the mayor's proposed tax incentives as motioned by Stephen Brett and seconded by Russ Keil Jr.

**7. Adjournment 10:31 AM**

**Next Meeting: May 9, 2023, 9:00am**