



Executive Committee

June 22, 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, Stephen Brett, Russell D. Keil Jr, Mark Purdy, Wes Tyler, Julie Taylor, Jim Sangiacomo, Manuela King, and Erik Murray.

Members and Committee Chairs who joined via zoom: Don Thomas,

Staff and Guest Attendees: Marisa Rodriguez (CEO), 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 April 27, 2023, as motioned by Erik Murray and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved the contracts with Independent Distribution Collective, LLC, and Dianna Cavagnaro as motioned by Mark Sullivan and seconded by Mark Purdy.
- **Action:** The Committee unanimously approved the purchases of Landscape Forms and Downtown Decorations as motioned by Jim Sangiacomo and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved signing the coalition letter for support of BART funding as motioned by Julie Taylor and seconded by Stephen Brett.

Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 13-17)

1. Call to Order and Roll Call

Marisa Rodriguez called the meeting to order at 9:06 a.m.

2. Public Comment

Marisa called for public comment. Marisa informed the committee of her walkthrough of 4th and Market Street to Powell with AC David Lazar to inform him of the hardships the area is facing.

3. Action to approve the minutes of April 27, 2023



Action: The Committee reviewed and unanimously approved the meeting minutes from April 27, 2023, as motioned by Erik Murray and seconded by Julie Taylor.

4. Salvation Army 19th Annual Flower Power- August 4th, 2023

Marisa invited the committee to join her at the Salvation Army's Annual Flower Power on August 4th at the Fairmont Hotel. Marisa will be honored as the Woman of Dedication.

5. Board Election Update

Ben informed the committee that the ballots for board re-election have been sent out to the property owners of Union Square. The results of the ballot will be presented in the July Board meeting. Ben asked if everyone had received their ballot and if they had not, then to reach out to the Alliance.

6. Union Square Park agreement update and possible action to approve a new contract with LAZ parking.

The Alliance has been in negotiations for over a year with Rec & Park for services at Union Square Plaza. An LBE (Local Business Enterprise) is required to provide the cleaning services to the park, which Block by Block is not. With an LBE needing to provide the cleaning services, Block by Block will provide ambassador 8 hours per day doing hospitality and safety work. In addition, Legion will provide 8 hours per day of dedicated security services. Discussion took place regarding the hours to be worked daily at the park by the LBE. The contract with Block by Block needs to be amended to be extended for another month while the contract with Rec & Park is being sorted.

No action was taken at this time as the contract with LAZ and services are not finalized.

7. Services contract updates

Ben will be meeting with Block by Block and Legion in the upcoming weeks to discuss the contract, budget and proposals. Final contracts should be ready by the September Board meeting.

8. SF Live Grant update and action to approve contracts with Independent Distribution Collective, LLC, and Dianna Cavagnaro.

The first payment from SF Live has been received (by the Union Square Foundation) and the program will begin on July 8, 2023, with the first concert in Union Square Park. The Alliance aims to enlist managerial personnel to supervise SF Live's operations, including vendor contracting. Steffan Franz (Independent Distribution Collective, LLC), associated with the Golden Gate Bandshell concerts, will take charge of performer coordination, hiring and setup,



while Dianna Cavagnaro will manage scheduling, vendors, oversight of Steffan and his team and developing a 2024 plan. In addition, Dianna will also provide guidance and consulting to the Union Square Alliance Marketing and Events team.

Action: The Committee unanimously approved the contracts with Independent Distribution Collective, LLC, and Dianna Cavagnaro as motioned by Mark Sullivan and seconded by Mark Purdy.

9. Economic Recovery Grant update and action to approve purchases with Landscape Forms and Downtown Decorations

The initial funds for the Economic Recovery grant have also been received by the Union Square Foundation. With these funds, the Alliance would like to purchase additional tables and chairs for Union Square Plaza as well as decorative elements for Bloom (the lighted flowers and butterflies). The objective is to invest in assets with long-term utility. Discussion took place regarding renting additional storage space for seasonal décor.

Action: The Committee unanimously approved the purchases of Landscape Forms and Downtown Decorations as motioned by Jim Sangiacomo and seconded by Julie Taylor.

10. Powell Street announcement and potential grant

The Mayor and Supervisor Peskin have announced and committed to allocating funds to enhance the Powell Street corridor. This commitment encompasses \$4 million earmarked for physical enhancements (replace of existing Promenade) and an additional \$2 million designated for tenant attraction. Supportive emails were sent to the Budget and Appropriations Committee to express the Alliance's backing for this funding initiative.

11. Discussion and action to approve coalition letter of support of BART funding.

Community leaders composed a letter to Governor Newsom, underlining BART's significance to the Bay Area and the essential funding required for its operational continuity. Marisa highlighted the necessity of backing BART due to its pivotal role as a primary transportation mode to Union Square for employees and tourists alike. The letter has garnered support from various leaders of Bay Area businesses and organizations, including many private companies and employers, the Bay Area Council, GGRA, GrowSF, SF Chamber of Commerce, and Advance SF.

Action: The Committee unanimously approved the coalition letter of support of BART funding as motioned by Julie Taylor and seconded by Stephen Brett.



12. SF Travel Welcome Ambassadors update

In March 2023, the Alliance submitted a letter of support for the continuation of SF Travel's Welcome Ambassador Welcome Program. The program is slated for review by the City once more for FY 2023-24 and 2024-25. SF Travel has expressed interest in resubmitting the initial letter of support ahead of the hearing, to reaffirm the Alliance's support for the program.

The open meeting concluded and adjourned at 9:51a.m.

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