



Board of Directors Bi-Monthly Regular Meeting

July 27, 2023 – 9:00 -11:30 am
Hybrid via Zoom or in person
Grant Hyatt (345 Stockton St), Union Square Room, 36th Floor

MINUTES

In attendance

The following directors and advisory committee chairs were in attendance in person: Mark Purdy (Board President), Cammy Blackstone, David Lewin, Erik Murray, Evan J. Kaizer, James Sangiacomo, Jordan Buckley, Maxine Papadakis, Lauren Ellis, Russ Keil Jr., Spencer Sechler, Shirley Howard-Johnson, Stephen Brett, Terry Lewis, and Wes Tyler.

The following directors and advisory committee chairs were in attendance via zoom: none.

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), Zarrina Yousufzai (Finance & HR Associate), Eva Schouten (Public Realm Associate), Melanie Medina (Executive Assistant), Jessica Chilingirian (Digital Marketing Associate), Caitlin Keller (Intern), Beau Simon (Legal Counsel), Derreck Hughes (Block by Block), Semu One Bear (Block by Block), and Tinea Adams (Block by Block).

Guests – Annie

Summary of Actions Taken by the Board of Directors

On July 27, 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 CEO's report including ratifying the Executive Committee actions from June 2023 as motioned by Wes Tyler and seconded by Spencer Sechler.
- **Action:** The Board unanimously approved the May 25, 2023, minutes as motioned by David Lewin and seconded by Shirley Howard Johnson.
- **Action:** The Board unanimously approved the designation of five (5) of Union Square Foundation Board Members for two-year terms as motioned by Evan J. Kaiser and seconded by David Lewin.
- **Action:** The Board unanimously approved the Unaudited Financial report at 6/30/23 as motioned by James Sangiacomo and seconded by David Lewin.
- **Action:** The Board unanimously approved the budget for 23-24FY as motioned by Russell D. Kiel, Jr. and seconded by Shirley Howard Johnson.
- **Action:** The Board unanimously approved the impact letter of support for SFPD as motioned by David Lewin and seconded by Cammy Blackstone.
- **Action:** The Board unanimously approved the new agreement with LAZ parking for park services as motioned by Terry Lewis and seconded by Mark Purdy.
- **Action:** The Board unanimously approved the contract for Salesforce/District360 as motioned by Mark Purdy and seconded by James Sangiacomo.
- **Action:** The Board unanimously approved the letter of support for CitizenM Hotel mural as motioned by Mark Purdy and seconded by Evan Kaizer.



- **Action:** The Board unanimously approved the new agreement with Allbay Landscaping for various landscaping services (Powell Promenade, Hallidie, flower baskets) as motioned by Stephen Brett and seconded by Spencer Sechler.

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 9:08 a.m. Introductions made, and roll call taken. Ben thanked David Lewin and the Grand Hyatt for their generosity and hospitality in hosting the meeting.

2. Public Comment

Marisa Rodriguez called for public comment. No public comment was received. Marisa noted that Board Member Mark Sullivan is no longer working at Nieman Marcus and is now at Tiffany & Co., remaining on the Board.

3. CEO's report

- SF Live kickoff and Bloom!

Marisa brought attention to the success of the Saturday concerts in the Summer Music Series as funded by the SF Live grant. Marisa thanked all the participants of Union Square in Bloom and encouraged those to visit all the blooms using the passport created by the marketing team at the Alliance.

- Recent news – Westfield and new businesses.

Discussion took place in support of a potential Women's Soccer stadium in the current location of Westfield. Marisa also mentioned new businesses coming to the District including Chotto Matte and an Adriano Paganini concept at Hotel G.

There was discussion surrounding APEC in November and its impact on Union Square, especially as it relates to the hotel industry. Some members noted that they had to book any business from it despite holding room blocks. Marisa noted that the Macy's Christmas tree lighting is planned for the same weekend in November as the conference so that will need to be adjusted.

- SuitUp event, Cable Car Anniversary Event (August 2) and John's Grill Anniversary.

Marisa recalled the success of the Alliance's SuitUp event in collaboration with Macy's and the DA's office. She noted the upcoming and important Cable Car 150th Anniversary Event on August 2nd at the Cable Car Turnaround. John's Grill is putting on an anniversary event and has asked for financial support as a sponsor which will be brought to the Union Square Foundation.

- Retail Safety and Economic Development Summit – July 28th, 2023 at Marriott Union Square

The Alliance will be hosting a Retail Safety and Economic Development Summit on July 28th featuring Senator Weiner, SFPD, OWED, and others. Members were encouraged to attend and participate at the event. Marisa encouraged Board Members to submit any questions they would like asked to either panel at the Summit in advance of the open Q&A.



- IDA Conference – Chicago, October 2023.
Marisa announced that she along with several staff members will be attending the IDA conference in Chicago in October 2023.
- Executive Committee met on April 27, 2023, and approved:
 - Contracts with IDC and Dianna Cavagnaro (SF Live contractors).
 - Purchases with Landscape Forms and Downtown Decorations (Econ Recovery Grant)
 - Letter of support for BART funding.

CLOSED SESSION

 - Revised role and status for CFO and client list.
 - Client list for COO.
 - Handling of HR matter.

Action to accept the Executive Director’s report including ratifying the Executive Committee actions from June 2023.

Action: The Board unanimously approved the Executive Director’s report including ratifying the Executive Committee actions from June 2023 as motioned by Wes Tyler and seconded by Spencer Sechler.

4. Action to approve prior meeting minutes of May 25, 2023

Action: The Board members reviewed the minutes, and the Board unanimously approved the May 25, 2023, minutes as motioned by David Lewin and seconded by Shirley Howard Johnson.

Ben then asked the committee’s stance on eliminating the Zoom attendance option from future Board meetings. After no opposition was voiced by the Board members and several members commented that we should be leading by example and attending all meetings in person. It was agreed that moving forward, all Board Meetings will have only in-person attendees.

5. Board of Directors updates and election results.

The slate of Board Members for the 2023 Board Election was approved by 97.9% of the voting assessed properties with participation from 19.69% of the assessed properties in total, above the 15% quorum threshold needed. Ben detailed the Slate of Board members approved for 4-year terms ending in June 2027 --- J. Timothy Falvey, Shirley Howard-Johnson, David Lewin, Jordan Buckley, Julie Taylor, Erik Murray, Lauren Ellis, Marcus Mirt, Spencer Sechler, Jim Sangiacomo, Cliff Clark, and Don Thomas.

a. Conflict of interest updates.

The conflict of interest policy was distributed to all Board Members and staff. All Board Members and Staff must disclose any conflicts of interest and return the attached form with their signature on an annual basis. Staff will follow up with anyone that has not completed a new conflict disclosure form. Ben also commented that in the coming months that a Board training will be scheduled for any Board member that is interested in a better understanding of the organization.



6. Discussion and action to designate Union Square Foundation Board Members for two-year term.

Five members of the Union Square Foundation are up for two-year terms beginning August 2023 including J. Timothy Falvey, Darcy Brown, Shirley Howard Johnson, Eric Owen, Moe Jamil. It is in the bylaws of the Foundation that the Union Square Alliance designates the majority (5 of 9 currently) of Board members of the Union Square Foundation.

Action: The Board unanimously approved the designation of five Union Square Foundation Board Members for two-year terms as motioned by Evan J. Kaiser and seconded by David Lewin.

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

a. Finance & Audit (Jim Sangiacomo)

• Audit and line of credit.

The Alliance has started the audit process for the 22-23FY and the audit "fieldwork" officially begins on August 7th.

• Action to approve the Unaudited Financial Report at 6/30/23.

The Union Square Alliance has an overall operating deficit for the fiscal year of \$254k. However, the organization did outperform budget by approximately \$130K. The approved budget had a \$381k deficit and the revised forecast showed a \$277K deficit. The organization had a positive budget variance of \$22K overall. The assessments/core operations outperformed budget by \$118K due to expenses being under budget in clean and safe and administration categories (\$21K) and additional revenues generated (\$120K). Marketing expenses were slightly over budget (\$22K) due in part to delays with the additional grants and related projects. There is a large Other Revenues negative variance (\$927K) due to delays with the Economic Recovery Grant and with the SF Live Grant. The USBID assessment operation expenses were near management plan levels with 74% on clean & safe (includes sec cam), 13% on marketing and 13% on admin. Net assets (reserves) are at \$2mil and cash balance was \$2.054mil at 6/30/23. Due to the deficit for the fiscal year a more conservative approach will be taken with the 23-24FY budget. Additionally, the Union Square Foundation had a \$100K surplus.

The committee discussed the Alliance's grant funding and whether there was money on reserve in the Alliance's budget for events and improvements related to APEC.

Action: The Board unanimously approved the Unaudited Financial report at 6/30/23 as motioned by James Sangiacomo and seconded by David Lewin.

• 23-24FY budget draft review and action to approve budget for 23-24FY

Ben presented the Board with the Alliance's 23-24FY budget, emphasizing a more conservative budget due to the deficit of the past fiscal year and the continued unreliability of the timeliness of receiving grant funding. The budget presented was a break even budget. Ben highlighted the summary memo and Executive Summary. Members reviewed and discussed.



Action: The Board unanimously approved the budget for 23-24FY as motioned by Russell D. Kiel, Jr. and seconded by Shirley Howard Johnson.

b. Public Affairs & Advocacy (Erik Murray)

- Gator donation.
The Gator has been donated to SFPD but is not yet deployed.
- Discussion and action to approve impact letter of support for SFPD.
The impact letter of support for SFPD's application for the Organized Retail Theft grant was discussed. The committee noted that Marisa's signature should be at the top of the letter of support.

Action: The Board unanimously approved the impact letter of support for SFPD as motioned by David Lewin and seconded by Cammy Blackstone.

- Broker Committee and economic development.
The Broker Committee meeting will take place on August 15th. A Powell Street taskforce has been formed with various community members and Powell Street stakeholders to designate Powell street as an area of concentration for the Alliance. Marisa also discussed the importance of the upcoming city elections on the businesses of Union Square. The Board discussed the importance of a positive narrative, especially in regard to APEC and Westfield loan default and property surrender.

c. Services & Public Safety (Don Thomas)

- Discussion regarding Union Square Park services and possibly action to approve new agreement with LAZ parking.
Ben presented the new agreement with LAZ parking for Union Square Park Services. The Alliance will no longer provide regular cleaning to the park, providing 8 hours of security and 8 hours of Ambassadors. A separate firm was hired to provide cleaning. The Board Members discussed potential problems with the Ambassadors ceasing cleaning of Union Square Park including loitering in the park. The Board also discussed the future of Market Street.

Action: The Board unanimously approved the new agreement with LAZ parking for Union Square Park services as motioned by as motioned by Terry Lewis and seconded by Mark Purdy.

- Block by Block updates and Legion contract discussions and updates.
Ken gave an update on the Block by Block and Legion contracts, as they have both been extended on the same terms for two months (through September 30, 2023). The Alliance hopes to have new contracts to present at the next Board Meeting.
- Review Cube84 contract and action to approve contract for Salesforce/District360.
Ben presented the new Cube84 contract for Salesforce/District360. The hourly rate for support and development of the District360 tool and Salesforce will now be \$115/hr and Cube84 will focus on getting Legion on District26 0 as opposed to another platform (SynCrew).

Action: The Board unanimously approved the contract for Salesforce/District360 as motioned by Mark Purdy and seconded by James Sangiacomo.



- Bigbelly update and new locations.

Lance updated the Board on the status of the Bigbellys, as there are 10 new Bigbellys, making for 47 total. The Board discussed the need for more Bigbellys, not just in the Square, but across the city. Ben asked for additional sponsorships.

d. Marketing & Communications (Mark Sullivan)

- Union Square in Bloom

Jessica updated the Board on the success of the Bloom project, as Bloom is in 34 locations, has 30 cocktails, and there will be Bloom bar crawls on 7/28 and 9/2.

- SF Live Grant

Eva updated the Board on the Alliance's programming from the SF Live grant, as the Summer Music Series has begun and will go every Saturday until the first week of October. The events have The Board discussed whether the 2024 SF Live programming should focus on more frequent, smaller events or more expansive, but less frequent events. There was also a discussion about how the Alliance's 2024 SF Live programming will compliment Another Planet Entertainment's plan for free concert(s) in Union Square Park in 2024.

- Social Media updates

Jessica updated the Board on the Alliance's social media presence including the Instagram hitting 10k followers, the Alliance creating a threads account, and reaching 100 followers on Tik Tok.

- Winter Walk and holiday planning

Eva updated the Board on the Alliance's plans for Winter Walk, as the Alliance is planning for a 10-day activation on either Stockton or Ellis Street and is waiting on feedback from the city and potential costs of these locations.

e. Streetscapes and Public Realm (Manuela King)

- Action to approve letter of support for CitizenM Hotel mural.

A plan for a mural at CitizenM was presented to the Board with minimal discussion.

Action: The Board unanimously approved the letter of support for CitizenM Hotel mural as motioned by Mark Purdy and seconded by Evan Kaizer.

- Action to approve new agreement with Allbay Landscaping for various landscaping services (Powell Promenade, Hallidie, flower baskets).

The Board was presented with a new agreement with Allbay Landscaping to maintain the planters in Hallidie Plaza, Powell Street, Maiden Lane, Ellis Street, and Stockton Street.

Action: The Board unanimously approved the new agreement with Allbay Landscaping for various landscaping services (Powell Promenade, Hallidie, flower baskets) as motioned by Stephen Brett and seconded by Spencer Sechler.

- SF Economic Recover Grant and related projects

This item was not discussed in the interest of time.



- Alley lighting
This item was not discussed in the interest of time.
- Powell Street funding and promenade replacement.
This item was discussed earlier in the meeting in regard to the Powell Street taskforce.

8. Announcements & New Business

Upcoming meetings were reviewed by Marisa.

- Next Executive Committee Meeting August 24, 2023 – 9:00am
- Next Board Meeting September 28, 2023 – 9:00 am (TBD). – Terry Lewis said she could check to see if she could host at the Parc55 and would connect with Ben about it.

9. Adjournment