



Executive Committee

August 24, 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: Stephen Brett, Mark Sullivan, Wes Tyler, Jim Sangiacomo, Don Thomas, and Erik Murray.

Members and Committee Chairs who joined via zoom: Julie Taylor

Staff and Guest Attendees: Marisa Rodriguez (CEO), Ken Rich (COO), Benjamin Horne (CFO), Melanie Medina (Executive Assistant), Caitlin Keller (Intern), 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 June 22, 2023, as motioned by Mark Sullivan and seconded by Erik Murray.
- **Action:** The Committee unanimously approved the new services agreement between the Union Square Alliance and the Union Square Foundation as motioned by Don Thomas and seconded by Stephen Brett.
- **Action:** The Committee unanimously approved the Block-by-Block amendments (for Jul – Sep 2023), Legion amendment for Aug – Sept 2023 (Union Square Park services), and a renewal of the Connect (Bigbelly) agreement as motioned by Don Thomas and seconded by Jim Sangiacomo.

Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 9 and 10)

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. There was mention of a desire to continue the discussion on Gump's later in the meeting.

3. **Action** to approve the minutes of June 22, 2023.



Action: The Committee reviewed and unanimously approved the meeting minutes from June 22, 2023, as motioned by Mark Sullivan and seconded by Erik Murray.

4. Recap of Emergency Executive Committee from August 18, 2023.

Marisa recapped three major takeaways from the Emergency Executive Committee meeting that took place on August 18th to discuss the negative press surrounding the letter from Gump's CEO in the SF Chronicle. In the short-term, the Alliance hopes to work closely with the police to properly deploy assets to decrease retail theft and to see less of the police standing in groups rather than patrolling. The Alliance would also like to meet with Aaron Peskin regarding our camera system to increase public safety. As for the long-term, Marisa will meet with DA Jenkins to repeal proposition 47.

The committee continued their discussion about the Gump's letter. Topics of discussion included the deployment of police, the nature of repealing proposition 47, and ways to mobilize membership around APEC and the holidays.

An extensive conversation was had concerning the PR efforts of the Alliance, as the committee brainstormed ways to improve the public perception of the Square. Marisa noted the Alliance's limited budget and capacity as it relates to this type of marketing, as its priorities surround gaining additional Clean & Safe funding.

5. Union Square Foundation updates and action to approve new services agreement.

Ben updated the committee of the Foundation's latest board meeting, as they approved a new agreement with the Alliance, a new budget, and insurance renewals. Ben introduced the new agreement between the Foundation and the Alliance that includes updated management fees, security camera costs, and contracting for various grants the Foundation has been awarded.

The committee asked questions regarding the agreement between the Foundation and the Alliance as it relates to the relationship between the Board of Directors for the two organizations.

Action: The Committee unanimously approved the new services agreement between the Union Square Alliance and the Union Square Foundation as motioned by Don Thomas and seconded by Stephen Brett.

6. Union Square Park contract and services update.

Ben informed the committee that a new contract with Rec & Park regarding Union Square Park cleaning and security services has gone into effect. As part of this contract, the Alliance will provide eight hours of security and a hospitality



ambassador from 2-10pm. The Alliance will no longer provide cleaning services for Union Square Park as the city's has contracted with Men At Work, who will clean the park. Ben noted that this new agreement does not provide any power washing services for the park and that the Alliance is only power washing the park steps. Ben will continue to update the committee as the contract continues.

7. Discussion and action to approve of Block by Block amendments (for Jul – Sep 2023) and Legion agreement for Aug – Sept 2023 (Union Square Park services).

Ben introduced the twentieth and twenty-first amendments to the Block by Block contracts. The twentieth amendment extended the previous park services after June 30th for one month. The twenty-first amendment enacts the changes to park cleaning services, as the Alliance is no longer providing power washing and cleaning services to Union Square Park. Ben also introduced the new Legion agreement that adds six additional hours of security to Union Square Park.

The new Connect (Bigbelly) agreement as presented to the committee that renews the current contract for another 34 months and decreases the cost of each Bigbelly from \$150 to \$70 per can.

Action: The Committee unanimously approved the Block-by-Block amendments (for Jul – Sep 2023), Legion amendment for Aug – Sept 2023 (Union Square Park services), and a renewal of the Connect (Bigbelly) agreement as motioned by Don Thomas and seconded by Jim Sangiacomo.

8. Grant and other updates – Economic Recovery Grant update and amendment for Powell, SFLive, Community Challenge Grant, and Winterwalk.

Ken updated the committee on the status of the Powell Street improvements project, as the Alliance is leading the design of Powell Street Promenade improvements and held a committee meeting on August 22nd to receive feedback. Ken noted that the Powell Street funding will come in as an amendment to the Economic Recovery grant. The Alliance will need to hire two new staff members to assist with technical elements of the Powell Street project including a design consultant. The committee discussed potential design firms that the Alliance should consider, a long-term plan for Powell Street improvements, the \$4 million plan to replace three Powell Street traffic lights, support for a simplistic design, and ways to solicit additional funding for the project.

Eva joined the committee meeting to provide public realm updates. She updated the committee on the success of the SFLive grant. Eva noted that the contract with SFLive will be amended to change the deliverable dates and that next year the concerts will be on a larger scale. There is current conversation with OEWD



to receive the C3R funds as an amendment to the SFLive contract. The Community Challenge Grant funding is waiting for approval, as it will be used for Bloom and holiday expenses. Amazon has provided a \$50k sponsorship for Winter Walk, which will take place on Stockton Street on December 14-24.

The open meeting concluded and adjourned at 10:01a.m.

CLOSED SESSION (See Closed Session Minutes for items 9 and 10)