



Executive Committee

October 26, 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, and Russ Keil Jr.

Members and Committee Chairs who joined via zoom: Erik Murray, Julie Taylor.

Staff and Guest Attendees: Marisa Rodriguez (CEO), Ken Rich (COO), Benjamin Horne (CFO), Zarrina Yousufzai (Finance & HR Associate), Melanie Medina (Executive Assistant), Caitlin Keller (Intern), and Beau Simon (Legal Counsel).

Quorum was not established at this meeting. However, the meeting continued, and actions were taken to be ratified by the Board of Directors at the November 16, 2023, Board meeting.

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 August 24, as motioned by Stephen Brett and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved the use of banked hours for additional ambassador cleaning services throughout APEC up to 1000 hours as motioned by Stephen Brett and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved the contract for turf for Winter Walk as motioned by Mark Sullivan and seconded by Russ Keil Jr.
- **Action:** The Committee unanimously approved the contract for Winter Walk décor as motioned by Russ Keil Jr. and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved of the Sponsorship levels for Winter Walk as motioned by Mark Sullivan and seconded by Stephen Brett.
- **Action:** The Committee unanimously approved Block-by-Block amendments for extending services through October (with Member Services transitions pro-rated) and for additional pressure washing (grant funded) as motioned by Russ Keil Jr. and seconded by Wes Tyler.
- **Action:** The Committee unanimously approved letter of support for Small Business Permitting Legislation with SFBDA, motioned by Stephen Brett and seconded by Erik Murray.



- **Action:** The Committee unanimously approved CBD Plaza Ordinance participation in the pilot as motioned by Russ Keil Jr. and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved the letter of support for Chotto Matte's Place of Entertainment (POE) permit as motioned by Erik Murray and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved the Legion Corporation letter of recommendation or Santa Monica BID application as motioned by Stephen Brett and seconded by Wes Tyler.

Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Item 15)

1. Call to Order and Roll Call

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

2. Public Comment

Marisa called for public comment. Hearing none, the committee moved forward with the agenda.

3. **Action** to approve the minutes of August 24, 2023.

Action: The Committee reviewed and unanimously approved the meeting minutes from August 24, 2023, as motioned by Stephen Brett and seconded by Mark Sullivan.

4. **APEC updates and using banked hours for additional ambassador services and action to approve use of banked hours**

The committee discussed the upcoming APEC conference from November 11-17 and its importance to the City of San Francisco and its recovery. Ken detailed the Alliance's plan to provide additional cleaning ambassadors in four high traffic zones in the District throughout APEC using Block by Block's banked hours that have built up from unfilled shifts over previous months of the Block-by-Block contract. He estimates that the Alliance has 3,000 banked hours and this additional cleaning will use 704. He noted that Block by Block plans to use SF Travel Ambassadors to fill shifts that Block by Block does not have the staff to fill.

The committee asked questions concerning the accuracy of the 3,000-hour estimate, whether this 704-hour estimate included overtime pay, whether the SF Travel ambassadors would be able to cover these ambassador shifts, and the district's police strategy for APEC. Ben said the hours total is reported to them but since the Services Manager left, the Alliance had not been auditing these figures. The committee was extremely supportive of the use of banked hours for additional cleaning during APEC and discussed the need for overtime pay to ensure these shifts are filled even if they must use additional banked hours.



Thus, the total approved was increased by ~50% (1,000 hours) to allow for payment of overtime.

Action: The Committee unanimously approved the use of banked hours for additional ambassador cleaning services throughout APEC up to 1000 hours as motioned by Stephen Brett and seconded by Mark Sullivan.

5. Bigbelly grant update and program update.

Ben updated the committee on the status of the Alliance's Bigbelly program, as the Alliance had received a \$50k grant from the city (in fall of 2022) to provide for 10 additional Bigbellies throughout the District. Due to timing issues with the Bigbelly delivery, grant and communication errors with the city, Ben informed the committee that the Alliance lost a portion of the previous grant (\$45K) but will receive an additional grant for the Bigbellies (\$50K) through a separate RFP through which will be released sometime in November or December. Funds hopefully received by March/April 2024.

6. Union Square Park contract and services update.

Ben updated the committee on the status of Legion and Block by Block's contracts with Union Square Park for cleaning services. He noted that the Ice Rink and Macy's Tree have also hired Legion for their Holiday security services, so there will be three Legion patrols in the park during the Holiday months. Men At Work has begun power washing the park twice per week. The Alliance is continuing to progress.

7. Winter Walk update and possible action to approve contracts/purchases and to approve sponsorship levels and sponsors.

Marisa introduced plans for Winter Walk 2023 programming including purchases of blue turf for Stockton Street and Winter-themed décor that the Alliance will be able to reuse each year.

Action: The Committee unanimously approved the contract to purchase turf from Jorge Carpet, LLC (\$27,448) for Winter Walk as motioned by Mark Sullivan and seconded by Russ Keil Jr.

Action: The Committee unanimously approved the contract with Props2C for Winter Walk décor (\$25,153) as motioned by Russ Keil Jr. and seconded by Mark Sullivan.

8. Union Square Foundation Grants and other programmatic updates

- a. Holiday fundraiser and review of tickets and sponsorship levels.



The committee reviewed the proposed sponsorship levels for the Holiday Fundraiser on December 6th which included Presenting Sponsor, Platinum Sponsor, Gold Sponsor, Food/Bar Sponsor, Décor/Entertainment Sponsor, and AV Sponsor and ticket pricing. The committee was in support of the holiday fundraiser sponsorships and ticket prices.

b. Economic Recovery Grant update and amendment for Powell

Ken informed the committee that the city has continued to grant the Alliance funding through the Economic Recovery Grant or RFP 224 for Winter Walk and other projects. The Alliance has also received the first \$412k of \$4 million for the Powell Street improvements project. The Alliance has tentatively chosen an Owners' representative to manage the project and will present this to the Streetscapes committee and the Board.

c. SF Live

The SF Live pilot program concluded with a final concert on October 14th. Dianna is creating a report on the 2023 programming with recommendations for improvement next year with fewer, larger concerts. The committee asked questions concerning the planned stage improvements using C3R funding and whether SF Live funding would be used for these improvements.

d. Community Challenge Grant

The Community Challenge Grant funding was previously on hold due to a city staff arrest and the Alliance's submission has since been reviewed. While the Alliance planned to use the grant funding for Holiday 2023 décor, upon review, this request was denied while the other funding requested remained intact.

e. Winter Walk and Union Square Cafes

Much of the 2023 Winter Walk programming was addressed earlier in the agenda. Tyler Florence's Union Square Park cafés will open during the first week of November. Tyler Florence is also planning an activation on Stockton Street as part of Winter Walk as well as serving as a dessert sponsor at the Holiday Fundraiser. Marisa noted a date change for the Holiday Fundraiser to December 6th.

f. Chris Larsen pressure washing.

Ken moved the discussion of Chris Larsen pressure washing to later in the agenda when an action is needed.

g. Hudson Pacific



Ken informed the committee of ongoing discussions between the Alliance and Hudson Pacific for immediate-term improvements to Hallidie Plaza including updated furniture and chalk art.

9. Discussion and action to approve Block-by-Block amendments for additional pressure washing services from Chris Larsen grant and for extending services through October (with Member Services transitions pro-rated).

Ken introduced a proposal to provide additional power washing services along Market and Powell Streets for the next two years due to a grant from Chris Larsen. This would increase the frequency of power washing services in these areas from once per week to 4-5 times per week.

The Executive Committee was presented with the twenty-second Amendment to the Block-by-Block contract that provides for the additional pressure washing services, the addition of the General Manager position on October 16th, and the addition of Member Services to Block by Block's contract on October 30th. The new Block by Block contract for future months will be presented at the next Board meeting in November or January.

Action: The Committee unanimously approved Block-by-Block amendments for extending services through October (with Member Services transitions pro-rated) as motioned by Russ Keil Jr. and seconded by Wes Tyler and for additional pressure washing under the Larsen grant.

10. Discussion and action to approve letter of support for Small Business Permitting Legislation in conjunction with SFBDA.

The committee was presented with potential legislation that would streamline the permitting process for Small Businesses and decrease barriers to opening a Small Business in San Francisco. The Alliance would sign the letter of support as part of the SF Benefit District Alliance.

Action: The Committee unanimously approved letter of support for Small Business Permitting Legislation with SFBDA, as motioned by Stephen Brett and seconded by Erik Murray.

11. Discussion and action to approve CBD Plaza Ordinance participation in the pilot

The committee was presented with a legislative brief concerning the proposed community benefit district plaza program that would allow the city to designate a non-profit organization as a "steward" for a particular city plaza and be granted a five-year license to program events on this plaza. This would allow CBDs to



activate their District more effectively. This is a preliminary letter of support that the Alliance would sign as part of the Downtown SF Partnership.

Action: The Committee unanimously approved CBD Plaza Ordinance participation in the pilot as motioned by Russ Keil Jr. and seconded by Mark Sullivan.

12. Discussion and action to approve letter of support for Chotto Matte’s Place of Entertainment (POE) permit.

The committee was presented with a letter of support for Chotto Matte’s application for a Place of Entertainment permit with the San Francisco Entertainment Commission. The Alliance is providing support for Chotto Matte’s application as they are helping to drive economic recovery in the district.

Action: The Committee unanimously approved the letter of support for Chotto Matte’s Place of Entertainment (POE) permit as motioned by Erik Murray and seconded by Mark Sullivan.

13. Discussion and action to approve Legion Corporation letter of support for Santa Monica BID application.

The committee was presented with a letter of support for Legion Corporation as part of their application to be the private security vendor for the Santa Monica BID.

Action: The Committee unanimously approved the Legion Corporation letter of support for Santa Monica BID application as motioned by Stephen Brett and seconded by Wes Tyler.

14. Discussion and action to approve contract with Rise Consulting LLC to provide Owner's Rep and Construction Management Services for the Powell Street Improvement Project from November 1, 2023, through October 31, 2024.

The committee was presented with the Alliance’s preliminary choice for an Owner’s Representative for the Powell Street improvements project. No action was taken regarding the candidate’s approval, as it was reasoned that the Streetscapes Committee should be given a first review of this matter.

The open meeting concluded and adjourned at 10:17 a.m.

CLOSED SESSION (See Closed Session Minutes for item 15)