



## Public Affairs Committee

October 10, 2023– 9:00 -10:30 a.m.  
Hybrid, In person and via Zoom

### MINUTES

#### In Attendance

Committee members: Timothy Falvey, Russ Keil Jr., Donald R. Thomas, Pamela Mendelsohn, Erik Murray, Lauren Ellis, Wes Tyler, Aideen Murphy, Brian Fenwick and Joshua Callahan.

Staff: Marisa Rodriguez (CEO) and Caitlin Keller (Intern).

Guests: Chris Wright (AdvanceSF), Wade Rose (AdvanceSF), Alex Tourk (AdvanceSF), Ryan McNeil (AdvanceSF), Jacob Henlee (SFMTA), Jennifer Wong (SFMTA), and Ashley Hong (SFMTA).

#### 1. Call to Order and Introductions

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

#### 2. Public Comment

Marisa called for public comment. Hearing none, the meeting proceeded with the rest of the agenda items.

#### 3. Announcements

- IDA Conference

Marisa recapped the Alliance's attendance at the International Downtown Association's Conference in Chicago. She noted a growing number of participants from previous years, a focus on homelessness and organized retail theft among downtowns, and discussions surrounding the changing state of retail.

- Union Square in Bloom 2023- Oct 14<sup>th</sup> Closing Ceremony

A closing concert as well as a Harvest Wine, Spirits, and Art Walk will be held on October 14<sup>th</sup> as the conclusion of this year's Bloom programming. Marisa noted that participants should begin to take their Blooms down.

- Union Square Cafés- November Opening

Marisa discussed the opening of the Tyler Florence pop-up kiosks during the first week of November. These will remain open until early 2024 at which construction to renovate will begin at one of the kiosks.

- Safe Shopper- November 7, 2023- Location TBD



The Alliance's Annual Holiday Safe Shopper meeting will take place on November 7<sup>th</sup>.

- Holiday Fundraiser- Friday, December 8<sup>th</sup>, 2023  
Marisa encouraged committee members to Save the Date for the Alliance's Annual Holiday Fundraiser on December 8<sup>th</sup> which will be held at Convene.
- APEC  
Marisa gave updates regarding APEC in November. The city will hold a press conference on October 18<sup>th</sup> to announce logistical details. Currently there are no planned street closures for Union Square but there will be street closures adjacent to Moscone.
- SFPD  
Marisa noted SFPD's focus on organized retail theft, bringing attention to recent successes of the department. She also noted an incident of Big Belly arson in the park over the weekend and a pattern of increased challenges with the Big Bellies.

4. **Action** to approve the September 12, 2023, minutes.

The committee unanimously approved the minutes from September 12, 2023, as motioned by Joshua Callahan and seconded by Timothy Falvey.

5. **SFMTA; Sutter Street Quick-Build Project**

Representatives from SFMTA including project Manager Jennifer Wong presented details surrounding the Sutter Street Quick-Build project that would provide updates to Sutter street from Market Street to Polk Street. The project hopes to improve traffic safety, reduce conflicts between different types of transit, and support the city's Vision Zero initiative. This project would be quick-build, meaning that it uses low-cost materials installed by city crews. As Sutter Street is a designated bike route, there is a focus in this project in creating a designated bike lane on Sutter Street. The project is still in its outreach stages as SFMTA just concluded a curb use survey for Sutter Street and plans to begin construction in Winter of 2024.

The committee voiced opinions including the use of the Sutter Street bus lane as a de facto bike lane, the potential loss of traffic and loading areas, the impact of Sutter Street's design on Post Street's traffic, the need for greater enforcement of loading zones, the impact of losing parking meter revenue, and whether parklets will still be possible with a bike lane.



The general consensus from the committee was that a bike lane could be beneficial to Sutter Street, but that SFMTA should not remove a lane of traffic to provide for one. As a solution to this could be having parking/loading zones on only one side of the street as opposed to both sides.

**6. AdvanceSF; Civic Pride Campaign**

Wade Rose, Alex Tourk, and Ryan McNeil presented AdvanceSF's Civic Pride Campaign entitled It All Starts Here. Bringing attention to corporations that began in SF, notable city landmarks. They presented mock-ups of advertising throughout the city and

The committee responded positively to the presentation, asking if there could be additional items of focus including Union Square and its history, what the scope of the campaign is, and if there would be a local commercial with this message.

**7. PAC 2024 schedule**

Item was not discussed at this time. Discussion took place regarding focusing on San Francisco's public perception in 2024.

**8. Adjournment 10:30 AM**

**Next Meeting: January 9, 2024, 9:00am.**