



## UNION SQUARE ALLIANCE NOTICE OF BOARD OF DIRECTORS REGULAR MEETING

### AGENDA

March 28, 2024 – 9:00-11:30 a.m.

Grand Hyatt San Francisco, 345 Stockton Street (Union Square Room, 36<sup>th</sup> Floor)

**Please note as of February 28th, 2023, in person attendance is required for quorum and for a Board Member's vote for action items to be counted.**

1. Call to order, roll call, introductions and welcome to the Grand Hyatt. (9:00)
2. Public comment (9:10)
3. CEO's report (9:15)
  - Staffing updates
  - Team retreat
  - Emergency Board Meeting recap
  - Op-Ed
  - Tulip Day debrief and Bloom!
  - Executive Committee met on December 14, 2023, and approved:
    - Letter of Support for Shared Spaces program for Harlan Records
    - We Are the Kind's contract for SF Live and Union Square in Bloom
    - Revised contract for Dianna Cavagnaro for professional marketing and event services.
    - Union Square Alliance positions taken for March ballot.
  - **CLOSED SESSION**
  - Approved required employer 401K contribution for certain employees.
  - Intern Hiring

**Action** to accept the CEO's report including ratifying the Executive Committee actions from February 2024.

4. **Action** to approve January 25, 2024, meeting minutes and the emergency meeting minutes from February 28, 2024. (9:35)
5. Review and action to approve Mid-Year Report for Jul-Dec 2023 (9:40)
6. To Receive the BID's Advisory Committee reports and to take action to approve several Committee recommendations:



- a. Streetscapes and Public Realm (Manuela King) (9:50)
  - Project Updates:
    - Union Square in Bloom
    - Stage Improvement
    - Lighting Project
    - Maiden Lane
    - Selle Project
  - Update on the Powell Street Improvement Project
  
- b. Finance & Audit (Jim Sangiacomo) (10:10)
  - Union Square Foundation grant updates.
    - Fiscal and Compliance Monitoring
  - Discussion, review, and **action** to approve renew insurance policies and levels of coverage.
  - **Action** to accept the unaudited financial reports of February 2024.
  - Discussion and **action** to increase credit card limit and add card for Eva Schouten for event related costs.
  
- c. Public Affairs & Advocacy (Erik Murray) (10:25)
  - Block by Block homeless outreach efforts
  - **Action** to approve letter of support for SB 969, entertainment zones
  
- d. Services & Public Safety (Don Thomas) (10:40)
  - January & February 2024 Operations Report.
  - Master Services Agreement with Block by Block for services
  - Project Updates: Bigbelly and grant, Member Services texting.
  
- e. Marketing & Communications (Mark Sullivan) (11:00)
  - Marketing Plan discussion and review and **action** to approve.
  - Union Square Foundation Annual Lunch – May 3, 2024.
  - Additional monetization strategies.
  - Social media and other updates.
  
- 7. Announcements & New Business (11:15)
  - Executive Committee April 25, 2024, at 9:00am
  - Next Board Meeting May 23, 2024, at 9:00 a.m., Annual Meeting (location TBD)
  - Foundation Annual Luncheon, Friday, May 3, 2024, 10:30am – 2pm, Westin St. Francis.
  
- 8. Adjourn. (11:30)