



Executive Committee

December 14, 2023– 9:00– 10:30 a.m.
In-person at 291 Geary Street, Suite 200

MINUTES

In Attendance

Members and Committee Chairs: Stephen Brett, Mark Sullivan, Wes Tyler, Erik Murray, Don Thomas, Jim Sangiacomo, and Russ Keil Jr. Julie Taylor attended by phone which does not count towards quorum or official attendance at meeting.

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 October 26, as motioned by Don Thomas and seconded by Erik Murray.
- **Action:** The Committee unanimously approved the contract with Metropolitan Electric, Inc. for electrical services at Winter Walk as motioned by Mark Sullivan and seconded by Jim Sangiacomo.
- **Action:** The committee unanimously approved the letter of support for compromise on the permit process for sign changes on historical buildings as motioned by Stephen Brett and seconded by Russ Keil Jr.
- **Action:** The Committee unanimously approved the additional draw of up to \$500,000 from line of credit as motioned by Russ Keil Jr. and seconded by Don Thomas.
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Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 13-17)

1. Call to Order and Roll Call

Marisa Rodriguez called the meeting to order at 9:02 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 October 26, 2023.

Action: The Committee reviewed and unanimously approved the meeting minutes from October 26, as motioned by Don Thomas and seconded by Erik Murray.

4. Board open seats and possible nominees



The committee reviewed the board slate and discussed the two vacancies on the Alliance Board, as there have been four interested parties to be a part of the Board. Ben noted that the Board must be comprised of at least 51% property owners and 20% non-owner businesses, both of which stipulations are currently met on the Board but the 20% non-ownership businesses represented was on the low side and the organization should add someone in this category. Several potential board nominees were discussed including Lin Huber (Neiman Marcus GM) and Tyler Florence (Miller & Lux Provisions).

5. Gator Update

Marisa shared that the Gator has been deployed and that only Lt. Hall has the authority to operate it at this time. The City is still going through a process with the DMV to ensure that it is fully street and off road legal for other officers to operate.

6. Legion and Block by Block updates and contract status.

a. Bonuses paid.

The Block by Block bonuses have been paid and the Legion bonuses are in progress.

The updated Block by Block contract has been provided and is in review by the Alliance. Sections within the contract such as budget and equipment purchases have already been approved.

b. Clean and safe team appreciation event December 14 at 12pm (Fifth Arrow).

Ben reminded the committee of the Clean and Safe team appreciation event that afternoon at 12pm here in the district. All Committee and Board members were encouraged to attend to show appreciation for our clean and safe team members.

7. Bigbelly program update.

Ben updated the committee on the status of the Alliance's Bigbelly program, as there have been 4 recent cases of Bigbelly arson. There are also 4-5 Bigbelly cans in need of replacement and the insurance claims are taking some time. There are continual issues with the cans not being locked, we are working with Recology and Block by Block to make sure they are locked on a more consistent basis. The maintenance costs of the program are increasing significantly as more repairs become needed and the program is not currently profitable. Ben will be submitting a grant proposal for some repair funds in January.

8. Union Winter Walk updates and possible action to approve contracts/purchases.

Ben presented the committee with the contract for the electrician (Metropolitan Electric) for Winter Walk connections. They will be onsite to fix any issues as they arise as well as set up all the power needed for Winter Walk. While it was higher than anticipated this is a much better and safer alternative to running a bunch of generators which produce noise, exhaust and need to be constantly refueled. Metro Electric is also union shop which helps with the buildings that are willing to donate the power.

Action: The Committee unanimously approved the contract with Metropolitan Electric, Inc. for electrical services at Winter Walk as motioned by Mark Sullivan and seconded by Jim Sangiacomo.



9. JP Morgan and Bloom 2024 updates.

The JPMorgan conference will be back in January and the Alliance is assisting with music activation at the park.

Bloom 2024 will be sent to members soon as the initiative will tentatively launch on March 23rd. Anthos and IKEA are in talks with the Alliance to host Tulip Day in 2024, which would be around a \$250k lift. The committee discussed the success of Bloom in 2023 and their desire to continue it with new programs next year.

10. Discussion and action to approve letter of support for compromise on permit process for sign changes on historical buildings.

Marisa and Ken introduced new legislation to the committee that would make it so that only specific Landmark Buildings would have to go in front of the Historic Preservation Committee when their signage is changed. This legislation stems from streamlining the process for smaller buildings who cannot afford to go through the process with the Historic Preservation Committee.

Action: The committee unanimously approved the letter of support for compromise on the permit process for sign changes on historical buildings as motioned by Stephen Brett and seconded by Russ Keil Jr.

11. Union Square Foundation Grants and other programmatic updates

a. Services contract January – June 2024.

Ben informed the committee that the contract between the Union Square Foundation and the Alliance is being reviewed. There will be an increase to the management fee, as the Alliance takes on more projects for the Foundation and costs continue to increase. These will be brought to the Boards.

b. Holiday fundraiser results.

Marisa and Ben shared the results of the Holiday fundraiser with the committee. The Foundation raised approximately \$93k, against the \$75K that was in the budget. The Alliance spent around \$20k to put on the fundraiser leaving a net \$63k profit (after admin fee) with a \$12k donation to the Salvation Army.

c. Winter Walk and Union Square Cafes

Ken informed the committee that grants have been received and initial billings had been done by Miller & Lux and paid by the City and that the two cafes are currently operational. The final report will be submitted at end of January.

d. Chris Larsen pressure washing.

The additional pressure washing provided by the Chris Larsen grant on the Unit block of Powell, Market Street between 4th and 5th, and Hallidie Plaza started in November. This



increases pressure washing on these areas from one per week to 4-5 times per week (based on the proposal by BxB).

e. RFP 226 award.

Ken informed the committee that the Alliance has been awarded RFP 226 by OEWD although the amount is not yet known. Ken also noted that RFP 228 applications are currently open and will close in January. Applicants can apply with a Letter of Intent for a market hall or to support tenant attraction on Powell Street. It is unlikely the organization will be applying for these grants other than the Bigbelly repairs grant.

12. Discussion and action to approve additional draw of up to \$500,000 from line of credit.

Ben introduced a proposal to draw \$500,000 from the line of credit. The Board of Directors previously approved a \$500,000 draw from the line of credit at the previous Board meeting in November. Ben explained that the \$500,000 draw from the line of credit is necessary to sustain the Alliance's operations through the end of December, as the assessment payment may not come until late December or early January. Last year it came in between Christmas and New Year's Eve. Ben emphasized that would only be drawn if necessary.

Action: The Committee unanimously approved the additional draw of up to \$500,000 from line of credit as motioned by Russ Keil Jr. and seconded by Don Thomas.

The open meeting concluded and adjourned at 10:07 a.m.

CLOSED SESSION (See Closed Session Minutes for item 13-17)