



Public Affairs Committee

January 9, 2024– 9:00 -10:30 a.m.
Hybrid, In person and via Zoom

MINUTES

In Attendance

Committee members: Timothy Falvey, Russell Keil Jr., Donald R. Thomas, Stephen Brett, Pamela Mendelsohn, Erik Murray, Lauren Ellis, Wes Tyler, Aideen Murphy, Brian Fenwick, Joshua Callahan, Tammy Brock, Casey Neuburger, Jennifer Mitchell, and Beau Simon.

Staff: Marisa Rodriguez (CEO), Ken Rich (COO), Melanie Medina (Executive Assistant)

1. Call to Order and Introductions

Marisa Rodriguez called the meeting to order at 9:05 a.m. Introductions were made.

2. Public Comment

Marisa called for public comment. Stephen Brett noted a decrease in street food vendors after the holiday season.

3. Announcements

- Winter Walk Recap

Marisa provided a summary of the Winter Walk activation held along Stockton Street between Post and O'Farrell Street, highlighting its success. While acknowledging a few isolated challenges during the event, she emphasized the positive feedback received from both the community and the public. Discussion took place regarding Winter Walk 2024 and explored potential funding opportunities.

- SFPD

The SFPD maintained a continuous presence in Union Square throughout the holiday season. Their efforts effectively managed and controlled a group of protesters at Union Square Plaza.

- JP Morgan 2024

Marisa noted that the JP Morgan conference is going along smoothly and that they have signed up to return to San Francisco for 2025.

4. Action to approve the October 10, 2023, minutes.



The committee unanimously approved the minutes from October 10, 2023, as motioned by Erik Murray and seconded by Russ Keil.

5. 2024 PAC Calendar

The committee reviewed goal A and B of the Strategic Plan and noted the following goals were accomplished in 2023:

- Completed RFP for Clean & Safe services to improve overall quality and visibility of service delivery for members including security, cleaning, trash collection, and pressure washing.
- Advocate with SFMTA to secure regular cleaning (power washing) schedule, security services, and locked gates at night.
- Continue security and police presence by maintaining a Mobile Command Van unit.
- EXPLORED curb side valet parking.
- Updated City zoning regulations to eliminate upper floor uses and create adaptive uses.

Erik Murray asked the question how we maintain and create best practices for economic vitality. The committee then discussed what advocacy measures the Alliance should focus on in 2024 in line with the strategic plan. Discussion took place around creating a homelessness outreach taskforce, maintaining and supporting cleanliness, a police substation that encompasses the convention center and Union Square, further exploring valet parking, a high focus on tenant recruitment, re working the current broker committee, and tax incentives focused around the private sector and office to residential. It was noted that 2024 is an election year and the importance of who is voted into office and what local propositions that are passed.

6. Adjournment 10:30 AM

Next Meeting: February 13, 2024, 9:00am