



Public Affairs Committee

February 13, 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, Spencer Sechler, Stephen Brett, Pamela Mendelsohn, Lauren Ellis, Wes Tyler, Brian Fenwick, Tammy Brock, Tom Brock, Casey Neuburger, Darcy Brown, Pulkesin Mohan, Eva Brown, Jennifer Mitchell, and Beau Simon.

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

Guests: Daniel Herzstein (SF Chamber of Commerce)

1. Call to Order and Introductions

Marisa Rodriguez called the meeting to order at 9:03 a.m. Introductions were made.

2. Public Comment

Marisa called for public comment. Russ Keil highlighted the recent Super Bowl held in Las Vegas and discussed the incentives employed by the city to attract Fortune 500 companies.

3. Announcements

a. Union Square Foundation Annual Luncheon- Save the Date May 3rd

Marisa informed the committee to save the date for May 3rd for the Union Square Foundation's Annual Luncheon at the Westin St. Francis hotel.

b. Union Square in Bloom

Marisa highlighted key dates related to Union Square in Bloom. Anticipating a significant turnout during Tulip Day, the Union Square Alliance is set to implement crowd control measures to efficiently manage queues and ensure a safe event.

- Tulip Day: March 9th
- Launch Event: March 23rd
- Closing Event: August 17th

c. Economic Development & Powell Street Project Updates



Ken Rich updated the committee, stating that for the Powell Street Improvement project, a Field Operations and Site Lab have been selected. The project timeline anticipates a comprehensive vision by mid-May, with design work scheduled to commence in the fall of 2024 and construction slated for 2025. To gather community input, three meetings are planned. The initial meeting is set for March 6th, from 3 pm to 5 pm.

4. **Action** to approve the January 9, 2024, minutes.

The committee unanimously approved the minutes from January 9, 2023, as motioned by Spencer Sechler and seconded by Tim Falvey

5. **Daniel Herzstein, Director of Public Policy, SF Chamber of Commerce; March 2024 Ballot Measures**

Marisa introduced Daniel Herzstein to the committee. Daniel is the Director of Policy with the San Francisco Chamber of Commerce. Daniel presented to the committee the local propositions that are on the upcoming March ballot. Daniel gave a summary of each ballot measure and noted what the Chamber's stance is on each. The following propositions are on the March ballot.

- Prop A: Affordable Housing Bond
- Prop B: Minimum Police Department Staffing and Five-Year Annual Funding Requirement
- Prop C: Real Estate Transfer Tax Exemption
- Prop D: Changes to Local Ethics
- Prop E: Police Department Policies and Procedures
- Prop F: Illegal Substance Dependence Screening and Treatment for Recipients of City Public Assistance
- Prop G: Offering Algebra 1 to Eighth Graders

The committee discussed each proposition and determined its potential impact on Union Square. Given the direct implications of Prop B, C, and E on the area, the committee decided to advocate for a stance on these propositions. Regarding Prop B, due to its potential to an introduction of an additional tax in the November ballot, the committee opted not to provide its endorsement. In the case of Prop C, recognizing the Alliance's contribution to ensuring flexibility in upper floors for Union Square buildings, enabling uses beyond office spaces like retail and housing, it was deemed appropriate to endorse this measure. Proposing a waiver of the City's transfer tax for buildings converted from office to residential use, Prop C aligns with the Alliance's objectives. Meanwhile, Prop E directly impacts public safety by granting the San Francisco Police Department access to surveillance cameras through a policy form, providing additional resources for



pursuing car chases, and ensuring increased police visibility in neighborhoods. There was a short discussion regarding the judges on the ballot and their impact would be if voted in.

Action: The committee unanimously approved to take a stance on propositions B, C, and E for recommendation to the Board of Directors as motioned by Tim Falvey and seconded by Wes Tyler.

6. Adjournment 10:30 AM

Next Meeting: March 12, 2024, 9:00am