



**UNION SQUARE ALLIANCE
EXECUTIVE COMMITTEE**

**Minutes
April 25, 2024, 9:00am
291 Geary Street, Suite 200, San Francisco, CA 94102**

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.

In attendance: Wes Tyler, Manuela King, Russell Kiel Jr., Stephen Brett, and Eric Murray.

In attendance via zoom: Julie Taylor and Donald Thomas (does not count for quorum).

Quorum was not met so no actions took place during the meeting.

Staff and Contractors: Marisa Rodriguez (CEO), Ben Horne (CFO) - Zoom, Melanie Medina (Executive Assistant), Kristina Ghishan (Intern), Beau Simon (legal counsel).

1. Call to order and roll call.

Marisa Rodriguez called the meeting to order at 9:02 a.m. Introductions were made.

Discussion took place regarding if zoom attendees can vote. On behalf of the Brown Act, zoom attendees do not count as quorum and their vote does not count. Discussion also took place about Manuel King becoming a voting member and Board member.

The committee agreed to meet the morning of May 3rd to vote on the actions on today's agenda.

2. Public comment.

No public comments were made.

3. Action to approve the minutes of the February 22, 2024, meeting.

No Action was taken at this time.

4. Union Square Foundation Annual Lunch – May 3, 2024

Marisa announced that the luncheon sold out quickly and highlighted all the support received and thanked everyone that had sponsored or purchased tickets. She also noted that the luncheon program will be slightly different compared to last year. The



fireside chat will focus on Union Square's recovery with speakers ranging from Assemblymember Matt Haney, Senator Scott Weiner, a representative from the Governor's office, and a local San Francisco neighborhood advocate.

5. Clean & Safe services updates.

a. Member Services texting status.

Ben shared that the texting program to text in cleaning and service request to member services is still being tested and adjustments and revisions are being made. The program plans to be released to the public in the next month.

b. Block by Block invoicing credits and banked hours review.

Ben shared that the contract with Block by Block is completed. He noted a few issues with the banked hours and invoicing issues that are in the process of being corrected.

c. Auditing and evaluations of vendors.

Ben shared that Jason will be developing a list of Loss Prevention staff in the district to inform them of Alliance services such as calling in service request when needed. Jason will also be conducting an audit for pressure washing services first.

d. Bigbelly program update and discussion.

Ben informed the committee that RFP 228 has been received and is currently under review at the City Attorney's office. The funds from this grant will go towards maintenance' costs and replacement of Bigbellys. He shared that he will be doing a proper analysis to see what the best course of action is to take to maximum usage of the grant funds.

6. Review of grant contract and action to approve accepting of \$50,000 grant (RFP 228) for Bigbelly maintenance.

The topic was discussed in the previous agenda item. No action was taken at this time.

7. Review, discussion, and action to approve sponsorship of \$15,000 for Bloom from Macy's.

Marisa acknowledged and thanked Macy's for their contribution to Union Square in Bloom and the community.

No action was taken at this time.

8. Review, discussion, and action of the lease amendment for office expansion.

Stephen Brett recused himself from the meeting for this item due to his conflict of interest in this matter.



Ben updated members that after the feedback received at the last Alliance Board meeting, Ben and Stephen came to an agreement that if the revenue drops by 30% in the fiscal year 2029-2030 as compared to this fiscal year (2023-2024), the Alliance has the right to give the extra space back at no cost to the Alliance. In addition, if renewal does not happen in 2029, the Alliance can terminate the lease. Ben also noted that Stephen Brett pays for the costs of the build out for the space and is providing 4 months of free rent on the additional space. Members felt supportive of this new arrangement that allows more flexibility should circumstances change in the future. No action was taken on this matter at this time.

9. Review, discussion, and action to approve security camera replacements at the Flood Building.

Ben informed the committee that the cameras placed at the Flood Building are from the first round of security cameras from 2012. They need an upgrade to increase the quality of the cameras. A discussion took place regarding the importance of having cameras on the Flood Building due to its prominent and high-profile location in the district. Members agreed with this position. No action was taken at this time.

10. Discussion and action to approve the letter of support for SB 1227 and AB 2488.

Marisa summarized SB 1227 which emphasizes the urgent need to revitalize downtown San Francisco due to pandemic impacts, high office and retail vacancy rates, and its crucial role in the Bay Area and California economies. Marisa also summarized AB2488 which empowers local governments to establish downtown revitalization and economic recovery financing districts to repurpose vacant office spaces into housing, addressing the challenges posed by increased remote work and office vacancies due to the COVID-19 pandemic. Members felt supportive of these initiatives.

No action was taken at this time.

11. Union Square Foundation contract, grants, and other programmatic updates.

a. RFP 224

Marisa explained that it is possible additional funds will be added to RFP 224 would be allocated to Miller & Lux for capital improvements of the kiosks located at Union Square Plaza.

b. RFP 226

Marisa reiterated that the funds from RFP 226 are to be used towards Tulip Day and Bloom. The final grant agreement is still under review but should be approved soon..

c. SF Live



Marisa shared that the C3R funds for SF Live are currently being reviewed within the grant. Once finalized, the grant will be ready for signature. Marisa informed the committee about RFP 229 which is a \$1million grant aimed to

have daily activations at Union Square Plaza. The Alliance will not apply for the grant but will work alongside the grantees to promote the events.

d. Community Challenge Grant

Ben shared that the Community Challenge grant is moving forward now.

12. Assessment rate for 2024-2025FY discussion.

Ben shared that the Alliance received the second assessment payment for the 23-24FY which is a total of \$6.86 million of assessments. He noted that despite the current economic challenges, most of the owners are paying their property taxes (and assessments) and the assessments receivable are still relatively low (just over 1%). Discussion took place regarding the assessment rate for FY 24-25 and whether to increase and if so by how much (with a maximum of 5%). The members in attendance thought that the rates should be increased but not the maximum increase but something like 3% to keep pace with inflation and the increases in labor costs. The finance committee will discuss this topic in May and bring their recommendation to the Alliance Board during the May Board meeting.

CLOSED SESSION

13. Action to approve closed session minutes from February 22, 2024.

14. Discussion regarding organizational structure and next steps.

15. Upcoming meetings

- a. USF Annual Luncheon- Friday May 3rd 10:30am.
- b. Annual Board Meeting – May 23, 2024, 9am, Location: TBD
- c. Next Executive Committee Meeting – June 27, 2024, at 9:00am

16. Adjournment