



UNION SQUARE ALLIANCE NOTICE OF BOARD OF DIRECTORS REGULAR MEETING

AGENDA

July 25, 2024 – 9:00-11:30 a.m.

Hotel Zelos, 12 4th Street (Stillhouse Room, 5th 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 Hotel Zelos. (9:00)
2. Public comment (9:10)
3. CEO's report (9:15)
 - Suit Up! Event
 - IDA Conference – Seattle, September 2024
 - Executive Committee met on June 27 and July 3, 2024, and approved:
 - The minutes of the April 25, 2024, Executive Committee and May 3rd, 2024, meetings.
 - Pulkesin Mohan (Taj Campton Place) as a Board Member for the Union Square Foundation.
 - The renewal of the CNB line of credit in the amount of \$980,000 and to approve Julie Taylor, Treasurer and Marisa Rodriguez, CEO as signers on the line of credit.
 - The new credit card in the amount of \$10,000 for use by Eva Schouten for events and related expenses.
 - Sponsorship consultant (Kevin Bartram) contract.
 - Accepting \$50,000 grant for Bigbelly maintenance and replacements
 - **CLOSED SESSION**
 - Closed session minutes from April 25, 2024.
 - Remote Work Agreement.
 - Status of Public Realm Manager.
 - Staff position(s) and new position.
 - Revised position for Director of Economic Development and Policy.
 - Reposting Intern Position
 - New position of Chief of Staff
 - New consulting client for Director of Economic Development and Policy.



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

4. **Action** to approve May 23, 2024, meeting minutes (9:35)
5. Discussion regarding Board attendance and quorum (9:40)
6. Board of Director's Officers election and **action** to approve to Mark Purdy, President, Don Thomas, Vice President, Julie Taylor, Treasurer, and Stephen Brett, Secretary. (9:45)
7. **Action** to extend the Union Square Foundation services agreement through September 30, 23024 (3 months). (9:50)
8. Discussion and review of memo from City regarding prohibitions on use of assessment (or grant) funds for political activities and campaigns. (10:00)
9. To Receive the BID's Advisory Committee reports and to take action to approve several Committee recommendations:
 - a. Public Affairs & Advocacy (Erik Murray) (10:10)
 - Economic Development and Marketing Summit- August 29th at Convene
 - Legislative Updates
 - b. Services & Public Safety (Don Thomas) (10:15)
 - May & June 2024 Operations Report.
 - Project Updates: Bigbelly and grant, Member Services texting, Legion data and passing Call Program
 - LPRs discussion and **action** to approve policy on use of LPRs and to approve contracting with Vigilant (Motorola) to provide the LPR related services.
 - Discussion and **action** to approve new services contract with Cube84.
 - c. Marketing & Communications (Mark Sullivan) (10:25)
 - Website Enhancement Updates and Additional monetization strategies.
 - Union Square in Bloom Updates
 - Social media and other updates.
 - **Action** to approve letter of support for United Airlines.
 - **Action** to approve marketing committee PR firm recommendation.
 - d. Streetscapes and Public Realm (Manuela King) (10:35)
 - Update on the Powell Street Improvement Project
 - Project Updates: Stage Improvement, Lighting Project, Maiden Lane, Selle Project, R-Evolution, Winter Walk



e. Finance & Audit (Jim Sangiacomo) (10:50)

- **Action** to Accept the Unaudited Financial Reports of June 2024, for recommendation to the Board of Directors
- Review of draft 24-25FY budget and **action** to make recommendation to Board to approve 24-25FY budget.
- Discussion regarding the Fiscal Manual and policies.

10. Announcements & New Business (11:05)

- SF Live Happy Hour – August 8 at 5pm (Biscuits & Blues)
- Bloom Closing Event, Saturday August 17th at 1:00pm @ Union Square Plaza
- Executive Committee August 22, 2024, at 9:00am
- Next Board Meeting- Annual, September 26, 2024, at 9:00 a.m. (location TBD)

11. Adjourn. (11:30)