



Executive Committee

February 22, 2024– 9:00– 10:30 a.m.
In-person at 291 Geary Street, Suite 200

MINUTES

In Attendance

Members and Committee Chairs: Mark Purdy, Stephen Brett, Mark Sullivan, Wes Tyler, Don Thomas, Manuela King, 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), Benjamin Horne (CFO), Melanie Medina (Executive Assistant), 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 December 14, 2023, as motioned by Don Thomas and seconded by Mark Sullivan.
- **Action:** The committee unanimously approved the letter of support for the Shared Spaces program for Harlan Records as motioned by Mark Purdy and seconded by Russ Keil Jr.
- **Action:** The committee unanimously approved the contract with We are the Kind for SF Live and Union Square in Bloom music events as motioned by Don Thomas and seconded by Mark Sullivan.
- **Action:** The committee unanimously approved Dianna Cavagnaro's contract as motioned by Don Thomas and seconded by Mark Purdy.
- **Action:** The committee unanimously approved positions taken on propositions B, C, and E as motioned by Russ Keil Jr. and seconded by Stephen Brett.

Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 12-17)

1. Call to Order and Roll Call

Marisa Rodriguez called the meeting to order at 9:01 a.m.

2. Public Comment

Marisa called for public comment. Marisa and others noted the uptick in office and retail deals in Union Square. Discussion was had regarding the AI boom.

3. **Action to approve the minutes of December 14, 2023.**

Action: The Committee reviewed and unanimously approved the meeting minutes from December 14, as motioned by Don Thomas and seconded by Mark Sullivan.

4. Clean and Safe services updates



a) Block by Block updates and contract status

The master contract with Block by Block is in the process of being reviewed and finalized. This contract includes all the amendments dating back to 2015 (21 of them) and many other contract terms to fully encompass the breadth of services required of Block by Block .

b) BigBelly program update and discussion

Ben Horne and Jason Cherniss have conducted an audit to assess the maintenance needs of the cans. Out of a total fleet of 47 BigBellys, 10 cans require immediate maintenance or replacement, and many others require some level of repair. The Alliance has applied for RFP 228, which would allocate \$50k to the BigBelly program for maintenance purposes. Ben highlighted a rise in arson attacks on the BigBellys. Ben mentioned that the RFP language calls for the BigBellys to be removed once the new City cans are rolled out and that at this point, the goal is to maintain program for as little cost as possible. Discussion took place regarding citywide trash cans and the involvement of property owners in overseeing their sponsored cans.

5. Annual Lunch- May 3rd

Marisa reminded the committee of the upcoming Union Square Foundation Annual Luncheon and Fundraiser taking place on Friday, May 3rd at the Westin St. Francis. She thanked those who have already sponsored and purchased tickets. The presenting sponsor this year is United Airlines. All were encouraged to attend.

6. Discussion regarding possible expansion of office space.

The Alliance is looking to expand its office as the team continues to grow and with Block by Block using all the Flood building offices. The current lease at 291 Geary is currently in the 3rd year of a 10-year lease. We will work with Stephen to determine build-out and terms for adding the adjacent space to the existing lease. The next renewal of the BID will be in 2029, which will determine the future lease needs (there is an option in lease to extend at FMV).

7. Discussion and action to approve letter of support for Shared Spaces program for Harlan Records

Marisa presented a letter of support for Harlan Records for their permit for the Shared Space program with the City. The program allows businesses to extend their business onto a sidewalk to operate along sidewalks which was first implemented during the pandemic. In the case of Harlan Records, they use the space in Harlan alley.

Action: The committee unanimously approved the letter of support for the Shared Spaces program for Harlan Records as motioned by Mark Purdy and seconded by Russ Keil Jr.

8. Discussion, review, and action to approve We are the Kind's contract for SF Live and Union Square in Bloom music events.

Last year, the Alliance was part of a pilot program for SF Live aimed to provide indoor venues impacted by the pandemic with an opportunity to help produce and select performances in an outdoor venue (Union Square Park). Last year the park was activated every Saturday with smaller acts. This year there will be fewer but larger events to focus on increasing visibility and



foot traffic to the square. This year the Alliance would like to hire David Zieses from We are the Kind, to manage and produce the events this year. The events will also coincide with Bloom events such as the kickoff event and Mother's Day. The contract will be paid out the remaining funds of the SF Live Grant (with the Union Square Foundation).

Action: The committee unanimously approved the contract with We are the Kind for SF Live and Union Square in Bloom music events as motioned by Don Thomas and seconded by Mark Sullivan.

9. Discussion, review, and action to approve revised contract for Diana Cavagnaro for professional marketing and event services.

Dianna Cavagnaro has been consulting with the Alliance to provide marketing and event advice as the Interim Director of Marketing. She has also supported many events for the Alliance such as fundraisers, SF Live 2023, and Winter Walk. Her current contract is 5 hours/week but with Eva Schouten going on leave, the Alliance would like to increase Dianna's hours to 10 hours/week to support the team during Eva's leave (through June) and then it will return to 5 hours/week.

Action: The committee unanimously approved Dianna Cavagnaro's contract as motioned by Don Thomas and seconded by Mark Purdy.

10. Discussion and action to approve positions taken on Propositions B, C, and E on the March ballot.

Marisa informed the committee that the Public Affairs Committee met with Daniel Herzstein to learn about the March Ballot and which propositions would directly impact Union Square. The Alliance would like to take positions on propositions B (No), C (Yes), and E (Yes).

Action: The committee unanimously approved positions taken on propositions B, C, and E (as noted above) as motioned by Russ Keil Jr. And seconded by Stephen Brett.

11. Union Square Foundation Grants and other programmatic updates

a. Community Challenge Grant

The Community Challenge grant was officially signed by both parties. The funds from this grant will go towards Union Square in Bloom, Tulip Day, and holiday decor.

b. RFP 224

RFP 224 is reaching its max capacity of funds allowed in one RFP. There are a few funds set aside for Hallidie Plaza that will be allocated to RFP 226 to leave room in 224 for additional Powell Street funds for the improvement project. The organization is still working on the amendment with the City partners.

c. RFP 226

RFP 226 updates were given in the previous agenda item.

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



CLOSED SESSION (See Closed Session Minutes for item 12-17)