



**Public Affairs Committee**  
**June 11, 2024, 9:00 am – 10:30 am**  
**Zoom OR 291 Geary Street, Suite 200**  
**Minutes**

**In attendance:** Stephen Brett, Spencer Sechler, Russ Keil Jr., Erik Murray, Don Thomas, Jessie Kozar, Tim Falvey, Beau Simon, Darcy Brown, Pulkesin Mohan, Casey Neuberger, Emily H., Wes Tyler, Brian Fenwick, Tammy Brock.

Guest: Alex Bastian (President & CEO Hotel Council San Francisco)

Staff: Marisa Rodriguz (CEO), Ken Rich (Director of Policy and Economic Development), Melanie Medina (Executive Assistant), and Kristina Ghishan (Intern).

**1. Call to order and Introductions.**

Marisa called the meeting to order at 9:04 am. Introductions were made.

**2. Public Comment**

Pulkesin announced that Taj Campton Place will be opening their restaurant by July or mid-August.

**3. Announcements & Updates**

Powell Street Project Updates

Marisa announced that the Powell Street Project has been mentioned in several articles. The Alliance has worked with Sitelab and Field Operations to create a design fit for Powell that will create vibrancy and attraction to the corridor.

Powell St. Design Open House

Marisa informed the committee of the upcoming open house on Wednesday, June 12<sup>th</sup>, 4pm-7pm at 111 Powell. The final design will be presented to the public and members are encouraged to come and give your opinion.

Store Openings- Nintendo

Marisa reported that Nintendo will be opening its second store in the U.S. at the Westin St. Francis. The committee congratulated the Westin for this accomplishment. She noted that due to the Westin's historic property status, Nintendo will not be able to fully brand the exterior to the fullest.

SF Business Times

Marisa shared that the Alliance is in process of drafting the first story of the series for the San Francisco Business Times. After May's PAC meeting, the stories will focus on the present and highlight the current situation. The first story will be published in early July.

**4. Action to approve the May 14, 2024, minutes.**



**Action:** The committee unanimously approved the minutes from May 14, 2024, as motioned by Erik Murray and seconded by Spencer Sechler.

**5. Alex Bastian; President & CEO of the Hotel Council San Francisco.**

Alex Bastian spoke about the Hotel Council of San Francisco (HCSF), its mission, and the challenges it faces. HCSF is a non-profit trade association advocating for hotel and allied members to ensure the economic vitality of San Francisco's hospitality community. The Council leads advocacy efforts to protect the hotel community through city policies. He highlighted the unique reliance on hospitality in San Francisco, with only two independent hotel organizations in the county. The pandemic has significantly impacted the industry, which also has allies in sports, aviation, and restaurants.

A discussion ensued about COVID-19's impact on hospitality. The Hotel Council aims to propose a business tax reform measure to assist local businesses and provide relief to the hospitality community. Alex noted that the conventions calendar this year isn't promising but hopes the reform will bring optimism, as the city has faced and overcome challenges before. The Council is involved in advocacy by supporting various ballots and hosting events such as the Women in Leadership luncheon and nonprofit partnerships. The future effects of media narratives on San Francisco hotels and employment impact were also discussed.

**6. Action to approve letter of support for Beacon Grand's Place of Entertainment (POE) permit.**

The Beacon Grand Hotel has applied for a permit of entertainment that would allow them to have entertainment on an ongoing basis like at a venue, concert hall or nightclub for indoor live performances until 2:00am. They are applying to extend entertainment from the Starlite room and the Post Room.

**Action:** The committee unanimously approved the letter of support for the Beacon Grand's Place of Entertainment Permit, as motioned by Erik Murray and seconded by Spencer Sechler.

**7. Action to approve letter of support to the Budget and Appropriations Committee hearing to support Mayor Breed's action plan for Yerba Buena and Union Square districts.**

The Mayor announced her action plan to enliven the Union Square and Yerba Buena districts. The plan includes increased security at key locations, continues funding for events such as Winter Walk and Bloom, an extension of the Vacant to Vibrant program along Powell Street, free parking, and daily activations.

**Action:** The committee unanimously approved the letter of support to the Budget and Appropriations Committee hearing to support Mayor Breed's action plan for Yerba Buena and Union Square districts as motioned by Erik Murray and seconded by Stephen Brett.



**8. Upcoming Events**

- SF Live Happy Hour/Member Mixer- Thursday, June 13<sup>th</sup> at 5:30pm
- SF Live Major Kickoff Event- Saturday, June 15<sup>th</sup>, 1pm-9pm
- Economic Development and Marketing Summit- July (location, date & time TBD)
- Bloom Bar Crawl- Saturday July 20<sup>th</sup>
- Bloom Closing Event: August 17<sup>th</sup>

**9. Adjourned: 10:30am**