



UNION SQUARE ALLIANCE NOTICE OF BOARD OF DIRECTORS ANNUAL MEETING

AGENDA

September 26, 2024 – 9:00-11:30 a.m.
Morton's The Steakhouse, 400 Post Street

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 Morton's Steakhouse. (9:00)
2. Public comment (9:10)
3. CEO's report (9:15)
 - Dreamforce and other district happenings.
 - Upcoming Union Square events.
 - Staffing updates
 - IDA Conference
 - Office build-out update
4. **Action** to approve July 25, 2024, meeting minutes (9:30)
5. Review and **action** to approve 2023-2024FY Annual Report (9:35)
6. Review and **action** to approve SFPD request to access video. (9:50)
7. To Receive the BID's Advisory Committee reports and to take action to approve several Committee recommendations:
 - a. Services & Public Safety (Don Thomas) (10:00)
 - July & August 2024 Operations Report.
 - **Action** to approve contract with Daniela Vasile as Interim Director of Services.
 - **Action** to approve amendments/extensions for the following vendor contracts:
 - Legion (October 1 – November 30, 2024).
 - Applied Video Solutions (October 1 – November 30, 2024)
 - Block by Block (November 1 – 30, 2024).
 - RFP230 – HEART Corridor Safety Pan – Proposal up to \$2.5mil.
 - Project Updates:



- Bigbelly updates, repairs, replacements.
 - LPRs
 - Member Services texting, District360 projects
 - Derby Alley and Mason parking garage.
- b. Marketing & Communications (Mark Sullivan) (10:15)
- Website Enhancement and Additional monetization strategies updates.
 - Union Square in Bloom Updates
 - Social media and other updates.
 - Holiday Fundraiser save the date, Thursday, December 5, 2024.
 - Winter Wander-land
 - **Action** to approve LES contract for staffing support during Winter Walk.
- c. Streetscapes and Public Realm (Manuela King) (10:25)
- RFP226 Amendment
 - Update on the Powell Street Improvement Project
 - **Action** to approve Field Paoli's contract for Stage Improvement Project.
 - Maiden Lane Streetscape Improvement Project
 - Project Updates: R-Evolution, Hallidie Plaza, and Winter Walk
 - **Action** to approve Winter Walk sponsorship levels.
- d. Finance & Audit (Jim Sangiacomo) (10:35)
- Audit review and **action** to approve 23-24FY Audit Report
 - **Action** to accept the Unaudited Financial Reports of August 2024, for recommendation to the Board of Directors.
 - Conflict of interest form updating including lists of all Board positions.
- e. Public Affairs & Advocacy (Erik Murray) (10:50)
- Salvation Army- The Way Out
 - Update on use of non-assessment funds and campaigns.
 - **Action** to approve letter of support to Gov. Newsom regarding entertainment zones.
8. Announcements & New Business (11:05)
- Cambodia Day- Saturday September 28th at 12pm at USP
 - SF Live Finale- Saturday October 12th at 1pm at USP
 - Next Board Meeting- Thursday November 21, 2024, at 9:00am, location TBD

END OF OPEN SESSION



CLOSED SESSION

- 9. Legal matter updates and **action** to approve settlement. (11:10)
- 10. Staffing and hiring updates and **action** to approve Intern hiring. (11:15)
- 11. Discussion and **action** to approve 401K amendment to add employer match up to 4% starting January 1, 2025. (11:20)
- 12. Adjournment (11:30)