



UNION SQUARE ALLIANCE NOTICE OF BOARD OF DIRECTORS ANNUAL MEETING

AGENDA

November 21, 2024 – 9:00-11:00 a.m.

The Marker Hotel – 501 Geary 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 the Marker Hotel (9:00)
2. Public comment (9:10)
3. CEO's report (9:15)
 - Staffing updates
 - Election
 - Safe Shopper press conference.
 - Bollards or planters and Mayor's announcement.
 - Union Square Foundation Holiday Fundraiser- December 5th
 - Office build-out
 - Executive Committee met on October 24 and approved:
 - Contract extension for Daniela Vasile
 - Acceptance of RFP230 and expanding services to include overnight security coverage for Macy's Great Tree
 - Amendment for We Are the Kind (David contract for Winter Walk and for the Union Square Stage Improvement Project
 - BuildGroup agreement for turf installation along Powell
 - SF Holiday lighting contract for district wide décor
 - BART Letter of Support- 2024 Solutions for Congested Corridors Program for the Powell Street Station Traction Power Substation replacement project.
 - Amazon sponsorship for Winter Walk 2024 and Bloom 2025
 - **CLOSED SESSION**
 - Closed session minutes from June 27, 2024.
 - 401K matching plan (excluding bonuses)

Action to accept the CEO's report including ratifying the actions of the Executive Committee from October 24, 2024.



4. **Action** to approve September 26, 2024, meeting minutes (9:30)
5. 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)
 - September & October 2024 Operations Report.
 - Update on RFP230 grant and possible **action** to approve grant contract.
 - Discussion and **actions** to approve new contracts (effective 12/1/2024).
 - Block by Block
 - Legion
 - Applied Video Solutions.
 - **Action** to approve bonus for Clean & Safe teams.
 - Project Updates:
 - Bigbelly updates and sponsorships.
 - Security cameras and LPRs and possible **action** to approve policy to allow SFPD access to security cameras.
 - District360 projects
 - Derby Alley.
 - b. Marketing & Communications (Mark Sullivan) (10:20)
 - Social media and PR updates.
 - Winter Wander-land & Winter Walk
 - **Action** to approve Union Square in Bloom 2025 sponsorship deck
 - c. Streetscapes and Public Realm (Manuela King) (10:30)
 - RFP226
 - Update on the Powell Street Improvement Project
 - Project Updates:
 - Stage Improvements
 - R-Evolution
 - Maiden Lane
 - Holiday décor
 - Winter Walk and **actions** to approve contract with IPS (security) and Events and Ideas.
 - d. Finance & Audit (Jim Sangiacomo) (10:40)
 - 990 review and **action** to approve.
 - **Action** to accept the Unaudited Financial Reports of October 2024
 - **Action** to approve \$500,000 draw on the line of credit.



e. Public Affairs (Erik Murray) (10:50)

- BART letter of support and Powell Street Station work.
- Valet Parking
- Biederman Redevelopment Ventures

6. Announcements & New Business (10:55)

- Holiday Fundraiser, Dec 5, 2024, at 6pm (Town & Country Club 218 Stockton)
- Winter Walk Kickoff December 14, 2024, at 5pm
- Executive Committee December 19, 2024, at 9:00am
- Next Board Meeting- Thursday January 23, 2025, at 9:00am, location TBD