



**UNION SQUARE ALLIANCE
EXECUTIVE COMMITTEE**

Minutes

June 27, 2024, 9:00am

291 Geary Street, Suite 200, San Francisco, CA 94102

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.

In attendance: Wes Tyler, Manuela King, Russell Kiel Jr., Mark Sullivan

In attendance via phone: Julie Taylor (does not count for quorum).

Quorum was not met so no actions took place during the meeting.

Staff and Contractors: Marisa Rodriguez (CEO), Ben Horne (CFO), Melanie Medina (Executive Assistant), Kristina Ghishan (Intern), Beau Simon (legal counsel).

OPEN ITEMS (see CLOSED Minutes for items 15-21).

1. Call to order and roll call.

Marisa Rodriguez called the meeting to order at 9:10 a.m. Introductions were made. A quorum of the Committee was not present. No actions were taken but all matters were discussed.

2. Public comment.

No public comments were made.

3. Action to approve the minutes of the April 25, 2024, meeting and of May 3, 2024.

No action was taken at this time.

4. Clean & Safe services updates.

a. Member Services texting status

Ben reported that the texting service is in beta. The service uses the regular member services phone number. It still needs work, but Jason is seeking feedback from users and members were encouraged to try it and provide feedback to the staff.



b. Block by Block invoicing credits and banked hours

Ben shared that he received all invoice credits and is waiting for the hours-of-service analysis. He will be following up on this.

c. Pressure washing audit.

Marisa announced that Jason came on board to help with various services matters including conducting reviews of the services and regular audits and as a first step, Jason has conducted a pressure washing audit. Block by Block is short-staffed, which creates challenges and impacts consistency of service delivery. Jason conducted an audit where he placed marks on the streets to see how thoroughly they are being pressure washed. He found major inconsistent results. Some areas seemed to have been washed at the appropriate day and time, other areas seemed to not have received the service, or the quality of the service was poor. Jason is reviewing documentation (video) and is putting together a report to share with Block by Block.

d. Bigbelly program update and discussion.

Ben shared that the Alliance received a \$50,000 grant, and a deliverable was submitted for \$35,000 for the initial task 1, which was approved by City. Jason also conducted an audit of the Bigbelly cans and found that of the 38 cans in the district, only 2 didn't need some repairs or maintenance work. Most cans needed at least cosmetic work.

Then, a discussion took place about a possible change in the design of the Bigbelly cans and using a more basic model (without the technology that is not being actively used). Ben said he would do as much as he could with the grant budget.

5. Discussion and action to approve Pulkesin Mohan (GM, Taj Campton Place) as a Board Member for the Union Square Foundation.

Marisa shared that Pulkesin Mohan, the general manager of Taj Campton Place, is very interested in being part of the Foundation board. He is very generous and supportive of events as well as the Campton lighting project. Additionally, he is opening their newly remodeled restaurant in the hotel. Per the bylaws of the Union Square Foundation, the Alliance Board must approve the majority of the members of the Foundation's Board. Thus, this is an Alliance appointed Board position and needs the Committee's approval.

6. Discussion regarding License Plate Reader cameras and integrating with San Francisco Police Department program using Vigilant system.



Ben shared that the Flock system used by the police department may have limitations in the district due to the system being solar-powered, which is challenged in areas with too many shadows from larger buildings. Therefore, the SFPD would like to use LPRs (License Plate Readers) that the Alliance has installed (but is not using the LPR software currently). A crime unit will be focusing on this system, and the Alliance will be asking the board in July to approve this item and a policy. The Alliance plans to send the data from the LPRs to a third party (Vigilant/Motorola) who would then send the alerts to the SFPD. However, there are questions about liability in cases of false positive reads with the cameras, and the Alliance wants to understand its role in such scenarios and what they will do with the data received.

7. Grants & Assessment Dollars and Campaigns and review of City Attorney Memorandum re Political Activity by City Officers and Employees and possible actions.

Marisa updated members that we cannot use Assessment or City grant funds for the purposes of advocating for ballot measures or legislation that is on the ballot. Discussion took place regarding the potential for a general obligation bond to be on the November ballot and the mayor's budget, which includes a proposal for free parking, pop-ups through the Vacant to Vibrant program, and Clean and Safe services in Union Square and Yerba Buena. The organization will be using the non-assessment advocacy fund but also exploring the Foundation funding (with its Unrestricted and non-City revenue-based reserves) to fund some of the work so that the organization can advocate for the bond's approval for the November election. funding (with its Unrestricted and non-City revenue-based reserves) to fund some of the work so that the organization can advocate for the bond's approval for the November election. Marisa and Ben also highlighted the e-mail from Chris Corgas on this matter as well as the memo that was provided from the City Attorney's office regarding non-use of "City Funds" which assessments are considered (even though they are not City funds) due to the Management agreement for the Union Square BID with the City of San Francisco. are considered (even though they are not really City funds) due to the Management agreement for the Union Square BID with the City of San Francisco that prohibits use of City funds for City elections.

8. Discussion and action to approve the renewal of the CNB line of credit in the amount of \$980,000 and to approve signers on the line of credit.

Ben shared that City National Bank has approved a line of credit. There were some challenges with getting approval due to the timing of recognition of the assessment funds. But in the end, it was approved for \$980,000. The interest rate is 8.08%. Marisa and Julie will be the signers. Members were grateful for City National's approval of the line.



9. Discussion and action to approve the new credit card in the amount of \$10,000 for use by Eva Schouten for events and related expenses.

Ben stated that the Alliance wants to approve a new credit card for Eva for event related expenses. She has been paying large amounts on her personal credit card and then getting reimbursed, so it would be more efficient and proper for her to have an Alliance credit card to use for events and other related expenses. Members present agreed.

10. Discussion regarding PR Consultant and possible action to approve PR firm agreement.

Marisa announced that the Alliance would like to explore working with another PR company, as the Alliance aims to collaborate with a firm that will take a new approach to the public relations for the organization with new and different contacts and community. They met with PR consultants in the same office building. Progress PR is a strong candidate and is willing to work with the Alliance at the same cost as David Perry. However, Marisa noted that they would still like to continue working with David Perry by paying him a stipend to amplify their presence on his platform and utilize his videography team and for emergency/crisis management purposes.

11. Discussion and possible action to approve sponsorship consultant (Kevin Bartram) contract.

Marisa shared that the Alliance is tight on cash for events, making sponsorships more important now. They would like to work with Kevin, who has experience working with non-profits. The Alliance will pay a stipend of \$3,000 and a \$1,000 advance of commissions. Originally, the consultant proposed \$8,000 a month and negotiated this down to \$3,000. The contract can be cancelled (30-day notice) at any time. Some members asked about the commission and expressed that they thought it might be a little high, but staff reminded them that if he raises money that they would not have known about it is all extra resources and we should encourage the salesperson.

12. Discussion regarding board officers and terms.

Bens shared that it is time to elect the board officers and terms which everyone agreed with re-electing the same officers for the 24-25FY. The board will approve the list in July formally.

13. Discussion and action to approve accepting \$50,000 grant for Bigbelly maintenance and replacements.

Ben shared that the grant was finalized last week, and the grant contract was shared with the members.



14. Union Square Foundation contract, grants, and other programmatic updates.

- a. RFP 224
- b. RFP 226
- c. SF Live
Not discussed
- d. Community Challenge Grant
Ben shared that everything was submitted for the Community Challenge grant, he is waiting to hear back.

End of Open Session 10:15am.

CLOSED SESSION (see closed session minutes for items 15-21)