



Public Affairs Committee
August 13, 2024, 9:00 am – 10:30 am
Zoom OR 291 Geary Street, Suite 200
Minutes- Dr

In attendance: Stephen Brett, Russ Keil Jr., Erik Murray, Don Thomas, Lauren Ellis, Jessie Kozar, Tim Falvey, Beau Simon, Casey Neuberger, Wes Tyler, William O'Daly, Pam Mendelsohn, Brian Fenwick, Vincent, Taylor, and Tammy Brock.

Guest: Daniel Herzstein (Director of Public Policy, SF Chamber of Commerce)

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

1. Call to order and Introductions.

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

2. Public Comment

It was noted the increase in international travelers and overall foot traffic due to the upcoming festival, Outside Lands. William O'Daly informed the committee of a new business along Post Street and noted the general positive lease activity along Post.

3. Announcements & Updates

Bloom Closing Event

Marisa updated the committee on the upcoming Bloom event at Union Square Plaza, which will mark the conclusion of the Bloom 2024 initiative. She encouraged everyone to start planning their 2025 blooms and to reach out to the Alliance with any questions.

Marketing and Economic Development Summit- Thursday 8/29

The Union Square Alliance will be hosting a summit on Thursday, August 29, 2024, at Convene. The summit will focus on the Alliance's marketing initiatives and explore ways members can engage and contribute. Additionally, the summit will feature a segment on economic development, highlighting retail activity and growth in Union Square.

Lux Club Magazine Event

The Alliance, in partnership with the Westin St. Francis, hosted an event at the hotel to showcase its new luxury suites. The event also provided an opportunity to feature other district businesses, including Samuel Scheuer Linens, CK Contemporary, and Dapper Down Barber Lounge.

Selle Project

The Selle Project has officially launched at the corner of Powell and Market Street. Large screens live in the windows of the Flood Building that display a carousel of photos of



Union Square from the 1950s-1980s. Marisa encouraged the committee to visit the screens.

Powell Street Project Updates

The schematic design for the Powell Street redesign project was completed and presented to the public during a June open house. The project is currently on hold until Fall 2024 as efforts are underway to secure full funding to bring the vision to life.

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

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

5. **SF Chamber of Commerce, Daniel Herzstein- Legislative Updates**

Marisa introduced Daniel Herzstein, Director of Public Policy for the San Francisco Chamber of Commerce, who provided updates on three key topics: the 2024 election, entertainment zones, and encampments in San Francisco.

First, Daniel provided updates on the 2024 election. He spoke on a 10-year capital planning project aimed at improving safety and public spaces in specific neighborhoods. He noted that there is no current opposition to this measure and emphasized the importance of voter education. Discussion took place on how the Alliance can advocate within its role as a Business Improvement District.

Next, Daniel discussed entertainment zones (SB 969) which allow cities and counties to permit alcohol consumption in public areas during special events. The first entertainment zone has already been established in San Francisco, and other neighborhoods are looking to adopt similar zones. Additionally, President Aaron Peskin has proposed a plan that would allow BIDs and CBDs to receive their own permits under the entertainment zone framework, with the condition of hosting a minimum number of events annually.

Finally, Daniel addressed the issue of encampments in San Francisco. He provided updates on the impact of the Grants Pass decision on local regulations, which affect the removal of encampments from public spaces. He noted an increase in sweeps across the city, resulting in the displacement of unhoused individuals to other neighborhoods. The committee discussed the balance between showing compassion while addressing the public impact of encampments, as well as the role of various city departments in tackling homelessness, the sharing of data between cities and states, and the follow-up required after sweeps.

Erik Murray concluded the meeting with potential topics for future meetings and possibly preparing for a succession plan for a new chair for the committee.



6. Upcoming Events

- a. SF Live Happy Hour- Thursday, August 22nd from 4pm-8pm
- b. Economic Development and Marketing Summit- August 28th, 2024, at Convene, 9am
- c. Bloom Closing Event: August 17th at 1pm
- d. Next PAC meeting- September 10th

7. Adjourned: 10:30am

DRAFT