



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

**In attendance:** Stephen Brett, Russ Keil Jr., Don Thomas, Lauren Ellis, Jessie Kozar, Tim Falvey, Casey Neuberger, Wes Tyler, Brian Fenwick, Spencer Sechler, Pulkesin Mohan, Carrie Yox, and Tammy Brock.

Guest: Destiny Pletsch (Deputy Director, Salvation Army- The Way Out)

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**

Marisa called for public comment. Marisa noted the recent unfortunate event that occurred a couple weeks ago. She emphasized that, while regrettable, the event highlighted the effectiveness of the baseline services available in Union Square. The district can also expect an increased police presence moving forward.

**3. Announcements & Updates**

IDA Conference: September 11-13

Marisa informed the committee that a few team members of the Alliance will be attending the international downtown association conference in Seattle. The Union Square Alliance will be recognized with an award of excellence for Union Square in Bloom.

Marketing and Economic Development Summit- Thursday 8/29

The Union Square Alliance hosted a summit on Thursday, August 29, 2024, at Convene. The summit focused on the Alliance's marketing initiatives and explored ways members can engage and contribute. Additionally, the summit featured a segment on economic development, highlighting retail activity and growth in Union Square.

Powell Street Project Updates

The Powell Street redesign project is currently on pause as the Alliance awaits potential funding.

San Francisco Business times article #2

The second SF Business times article has been published and focused on the upcoming Dreamforce event and why San Francisco is a perfect place to host conventions.

Winter Walk 2024



Marisa updated the committee that Winter Walk is progressing as planned and will be a 10-day activation along the two blocks of Stockton Street between Post and O'Farrell. Sponsorship opportunities are now available for those interested in supporting the event, with Amazon and JP Morgan already on board as sponsors.

Entertainment Zones update and **action** to approve letter of support for SB 969 to Gov. Newsom

Bill 969 is now on Governor Newsom's desk, which, if passed, will allow cities in California to designate entertainment zones within their jurisdictions. These zones would permit the open carry of alcoholic beverages for event purposes. The Alliance is working with Maiden Lane and Harlan Alley for potential entertainment zones..

**Action:** The committee unanimously approved the letter of support for SB 969 as motioned by Stephen Brett and seconded by Russ Keil.

4. **Action to approve the August 13, 2024, minutes.**

**Action:** The committee unanimously approved the minutes from August 13, 2024, as motioned by Don Thomas and seconded by Lauren Ellis.

5. **Salvation Army- The Way Out**

Destiny, the Deputy Director for The Way Out program, spoke to the committee about The Way Out program and how it differs from other homelessness initiatives. Destiny's background is with working at the City in the adult probation department and was focused on housing for adults. The Way Out focuses on recovery from addiction, addressing the cycle of addiction and homelessness. Their approach includes stages: detox, drug treatment, transitional housing, extended transitional housing, and eventually independence. Success, in their view, is defined by how many people no longer rely on their services. The program prioritizes removing City barriers to provide quicker, on-demand treatment, creating a pathway to independence by incentivizing recovery.

They define success by how many people longer need their resources and aim to eliminate all barriers from the city to provide quicker treatment. They incentivize the people going through the program as a pathway to independences. Last year, they served 850 individuals, with 76% successfully completing the first three steps of the program. Of those, 34% completed the entire process, achieving permanent housing, maintaining sobriety, and securing employment. The programs current goals are to expand the number of available beds to 1,000 by increments of 100 beds.

Discussion took place regarding the program's future goals timeframe, community outreach and how they track success stories once participants leave the program, and current examples of success stories.

6. **Upcoming Events**

- a. SF Live Happy Hour- Thursday, August 22<sup>nd</sup> from 4pm-8pm



- b. Economic Development and Marketing Summit- August 28<sup>th</sup>, 2024, at Convene, 9am
- c. Bloom Closing Event: August 17<sup>th</sup> at 1pm
- d. Next PAC meeting- September 10<sup>th</sup>

**7. Adjourned: 10:30am**