



UNION SQUARE ALLIANCE NOTICE OF BOARD OF DIRECTORS ANNUAL MEETING

AGENDA

January 23, 2025 – 9:00-11:00 a.m.

Parc55 San Francisco-A Hilton Hotel – 55 Cyril Magnin
3rd Floor, Market Street Room

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 Parc55 Hotel (9:00)
2. Public comment (9:10)
3. Introduction from Supervisor Danny Sauter- Welcome! (9:15)
4. CEO's report (9:45)
 - Holiday Overview
 - JP Morgan Conference
 - Union Square Alliance Board of Directors 2025 meeting schedule
 - Staffing updates
 - City leadership
 - Executive Committee met on December 19, and discussed and approved:
 - Use of \$230,000 of line of credit (if needed)
 - Ratify approval of SFPD access to security cameras for November 29 (Black Friday)
 - Contract with Metro Electric for electrician services for Winter Walk
 - CLOSED SESSION**
 - Closed session minutes from October 24, 2024.
 - New position (COO)
 - Staff consulting clients
 - Year-end bonuses, staffing and compensation revisions
5. **Action** to accept the CEO's report including ratifying the actions of the Executive Committee from December 19, 2024. (10:00)
6. Review and **action** to approve November 26, 2024, meeting minutes (10:05)
6. Review and **action** to approve mid-year report. (10:05)



7. Review and **action** to approve Union Square Foundation management agreement for Jan-Jun 2025. (10:10)

8. To Receive the BID's Advisory Committee reports and to take action to approve several Committee recommendations:
 - a. Streetscapes and Public Realm (Manuela King) (10:20)
 - Update on the Powell Street Improvement Project
 - Discussion and **action** to move forward with Field Operations contract for the full development design phase.
 - Project Updates:
 - Stage Improvements
 - R-Evolution
 - Winter Walk & Holiday Décor 2024
 - Union Square in Bloom 2025

 - b. Marketing & Communications (Mark Sullivan) (10:35)
 - 2024 Recap
 - Biederman Redevelopment ventures
 - Social media and PR updates.
 - Winter Wander-land & Winter Walk
 - Bloom 2025
 - Discussion and possible **action** to approve new contract with Kevin Bartram for sponsorship

 - c. Finance & Audit (Jim Sangiacomo) (10:50)
 - 990, banking and insurance updates.
 - **Action** to accept the Unaudited Financial Reports of December 2024
 - Review and **action** of budget modification for Jan-Jun 2025

 - d. Public Affairs (Erik Murray) (11:05)
 - PAC Chair discussion
 - Biederman Redevelopment Ventures
 - PAC Goals for 2025

 - e. Services & Public Safety (Don Thomas) (11:20)
 - November & December 2024 Operations Reports.
 - Discussion and possible **action** to delay 10b return until March 2025.
 - Security camera policy updates, access by SFPD and indemnity agreement.
 - Contract updates and updates on RFP230 grant and related services.
 - Project Updates:
 - Bigbelly updates and sponsorships.
 - District360 projects



- Derby Alley

9. Announcements & New Business

(11:35)

- R-Evolution Unveiling Party- February 6th at 4:00pm at Union Square Park
- NBA All Star- February 13-16
- Chinese New Year Parade- Saturday February 15th
- Executive Committee February 27, 2025, at 9:00am
- Next Board Meeting- Thursday March 27, 2025, at 9:00am, location TBD