



## UNION SQUARE ALLIANCE NOTICE OF BOARD OF DIRECTORS REGULAR MEETING

### AGENDA

March 27, 2025 – 9:00a.m.-11:00 a.m.  
Westin St. Francis Hotel- 335 Powell Street  
2<sup>nd</sup> Floor, California East 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 Westin St. Francis (9:00)
2. Public comment (9:05)
3. CEO's report (9:10)
  - Union Square in Bloom: Tulip Day
  - Staffing and hiring updates
  - Executive Committee met on February 27, and discussed and approved:
    - Final Mid-Year Report for July- December 2024
    - Body cameras for safety ambassadors and security
    - Letter of Support AB 255
    - Scotty Jacob's contract for consulting services for social media management
    - Contract Extension for Dianna Cavagnaro
    - Springboard MRI contract
  - **CLOSED SESSION**
    - Closed session minutes from December 19, 2024.
    - New positions

**Action** to accept the CEO's report including ratifying the actions of the Executive Committee from February 27, 2025.

4. **Action** to approve January 23, 2025, meeting minutes (9:25)
5. Board member and officer discussion and **action** to approve new Board Member. (9:30)
6. Presentation from Yerba Buena and Bionic- Proposed Streetscape Improvement Plan connecting Moscone with Union Square (9:35)



7. To Receive the BID's Advisory Committee reports and to take action to approve several Committee recommendations:
- a. Marketing & Communications (Mark Sullivan) (9:50)
    - Union Square in Bloom
    - Biederman Redevelopment Ventures
    - Social media and PR updates.
  - b. Finance & Audit (Jim Sangiacomo) (10:00)
    - Discussion, review, and **action** to approve the renewal and additional insurance policies and levels of coverage.
    - **Action** to accept the Unaudited Financial Reports of February 2025.
  - c. Public Affairs (Erik Murray) (10:15)
    - Powell Street funds advocacy update
    - State of Retail since January 2025
    - Economic Downtown Core updates
  - d. Services & Public Safety (Don Thomas) (10:25)
    - January & February 2025 Operations Reports.
    - Discussion and possible **action** to delay 10b return until July 2025.
    - Discussion and **action** to approve grant contract for RFP230 and services contractor updates.
    - Project Updates:
      - Bigbelly updates and sponsorships.
      - Security camera updates (new policy).
      - Derby Alley
  - e. Streetscapes and Public Realm (Manuela King) (10:40)
    - Bollards and planters.
    - Update on the Powell Street Improvement Project
      - Review and **action** to approve contract to complete survey for Powell Street Improvement Project.
      - General RFP 231
    - Project Updates:
      - Union Square stage improvements
      - Maiden Lane
      - Cable Car turnaround.
8. Announcements & New Business (11:00)
- Executive Committee April 24, 2025, at 9:00am
  - Union Square Foundation Annual Lunch- save the date May 2, 2025



- Mother's Day Union Square in Bloom event- Sunday, May 11 at 1:00pm
- Next Board Meeting- Annual Meeting- Thursday May 22, 2025, at 9:00am, location TBD