



## Executive Committee Meeting

December 19, 2024, at 9:00 a.m.  
291 Geary Street, Suite 200, San Francisco, CA 94102

### MINUTES

#### In Attendance

The following members and committee chairs were in attendance: Don Thomas (The Donatello), Mark Purdy (Grosvenor Americas), Julie Taylor (Colliers International), Russ Keil (The Keil Companies), Wes Tyler (Chancellor Hotel), Manuela Anne King (RHAA), Mark Sullivan (Community Member), Jim Sangiacomo (Trinity Properties), and Stephen Brett (Brett & Co.).

The following staff were also in attendance: Marisa Rodriguez (CEO), Benjamin Horne (CFO), Melanie Medina (Executive Assistant), AnaKatrina Cortado (Intern), Beau Simon (Legal Counsel), and Christopher Mead (Legal Counsel).

#### Summary of Actions Taken by the Committee

- **Action:** The Committee unanimously approved the minutes of the October 24, 2024, meeting as motioned by Don Thomas and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved use of the final \$230,000 of line credit (if needed) as motioned by Mark Purdy and seconded by Julie Taylor.
- **Action:** The Committee unanimously ratified approval of SFPD access to security cameras for November 29 (Black Friday), as motioned by Mark Sullivan and seconded by Jim Sangiacomo.
- **Action:** The Committee unanimously approved the revised security camera policy (allowing SFPD access to the system as approved by the Board of Directors in November), contingent upon confirmation from Chris Mead, the Alliance's legal counsel, that the indemnity language is sound and agreement reached, as motioned by Don Thomas and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved the contract with Metro Electric for electrical services for Winter Walk as motioned by Mark Sullivan and seconded by Mark Purdy.

#### Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 8-13)

##### 1. Call to order and roll call.

Marisa called the meeting to order at 9:00 a.m. and took roll call.

##### 2. Public comment.

Marisa called for public comment. She announced that she will be meeting with Mayor-elect Daniel Lurie to discuss the Alliance's priorities, including potential funding from Proposition B (GO Bond) for the Powell Street Improvement Project.

##### 3. Action to approve the minutes of the October 24, 2024, meeting.

Marisa directed the Committee to review the minutes distributed prior to the meeting.

**Action:** The Committee unanimously approved the minutes of the October 24, 2024, meeting as motioned by Don Thomas and seconded by Mark Sullivan.

##### 4. Financial and administrative updates



- a. 990  
Ben updated the Committee on the 990 status, which was previously reviewed at the Alliance Board meeting in November. He noted that a few revisions were needed but confirmed that the 990 and related state filings will be completed and filed in January.
- b. OEWD compliance posting  
Ben reported that the OEWD compliance posting has been delayed, with a new deadline of March 31<sup>st</sup>, 2025. The new compliance rules require the Alliance to post its 990s, audits, and a list of Board members along with the other boards they serve on. The staff will be working to ensure that both organizations complete the postings before 3/31/25.
- c. Discussion and **action** to approve use of final \$230,000 of line of credit (if needed).  
Ben stated that the assessment payment is expected to be received by next week. If the payment is delayed, the Alliance may need to draw from the line of credit and he asked the Committee to approve another distribution.

**Action:** The Committee unanimously approved use of the final \$230,000 of line credit (if needed) as motioned by Mark Purdy and seconded by Julie Taylor.

## 5. Clean & Safe services updates.

- a. Discussion and **action** to ratify approval of SFPD access to security cameras for November 29 (Black Friday).  
Ben reminded the Committee that they had been asked via e-mail to approve the SFPD access to security cameras for Black Friday, recognizing the heightened security needs due to increased foot traffic. The request for access had occurred just before the Thanksgiving holiday thus a quick e-mail notification to the Committee was done. Discussion took place regarding the factors that contributed to the increase in visitors during the Black Friday weekend.

**Action:** The Committee unanimously ratified approval of SFPD access to security cameras for November 29 (Black Friday), as motioned by Mark Sullivan and seconded by Jim Sangiacomo.

- b. Discussion and **action** to approve revised security camera policy (allowing SFPD access to system as approved by Board of Directors (November)).  
Marisa provided an update on discussions regarding SFPD's access to Union Square security cameras. The Alliance sought stronger indemnity terms from the City Attorney's office, but SFPD's initial proposal did not meet the necessary standards required to adequately protect the Alliance. After reviewing the revised policy, Chris Mead, the Alliance's legal counsel, determined the indemnity clause to be insufficient and advised against signing it as currently written. Ben consulted with the Alliance's insurance brokers, who confirmed no coverage if law enforcement used the security cameras and legal action against the Alliance followed, such as a wrongful arrest. While the City Attorney's office does not typically provide indemnification, we are hoping they provide it to the Alliance due to strong support from SFPD and key stakeholders. With the holiday season approaching and increased foot traffic in Union Square, finalizing a well-structured agreement remains a priority for public safety.

Marisa proposed a motion allowing approval once Chris confirms the language aligns with the Alliance's interests. The Committee can approve the agreement before the next Board meeting in January or, if needed, finalize it at the January Board meeting. Further discussion followed on the importance of indemnity protections and the benefits of SFPD's access to the camera system for crime prevention.



**Action:** The Committee unanimously approved the revised security camera policy (allowing SFPD access to the system as approved by the Board of Directors in November), contingent upon confirmation from Chris Mead, the Alliance’s legal counsel, that the indemnity language is sound and agreeable, as motioned by Don Thomas and seconded by Julie Taylor.

c. LPR pilot program update.

Ben reported out that the License Plate Reader (LPR) program began operating for a short time. The program faced initial issues, as this is the first time LPR alerts have been used. It is currently set up to track stolen vehicles, with AVS working with the Department of Justice to add felony vehicles to the database. Three pilot cameras are currently in operation, with further updates expected in a month.

d. Bigbelly sponsorships.

Ben informed the Committee that the Alliance will be reaching out for Big Belly sponsorship in 2025. The program had been paused for a year due to fleet maintenance issues, with only about 10 out of 47 units functioning properly. However, most of the issues have been resolved and repaired, and the fleet is now back up to 45 fully operational units out of 47. Sponsorship for each unit is \$1,500 per year, and sponsors can place advertising on the units at their discretion.

e. RFP230 and possible action to approve the grant agreement.

Ben noted that no action is needed to approve the \$1.9 million RFP 230 grant agreement as it has not been received yet. The Alliance hopes to launch the grant services on Monday with seven ambassadors and adding 13 more eventually (for a total of ~ 20). The grant will fund the program for nine months, through September. Additionally, the grant allows the organization to use freed up assessment funds to expand Legion’s security coverage from two guards per shift to four, with guards providing 24/7 coverage and a manager overseeing the team. While the grant agreement is still in progress, the Alliance remains confident in its scope and budget. Ben highlighted those initial discussions included a provision to provide services in areas covered by the grant (beyond the district boundaries), but the City removed that requirement until the grant document is completed.

**Action:** No action was taken at this time.

f. Contracts updates.

- Block by Block
- Legion Security
- Applied Video Solutions

Ben provided an update to the Committee regarding the service contracts. Both Block by Block and Legion’s contracts are being revised and amended due to the addition of RFP 230 funds. The Alliance will work with Beau to review the contracts and anticipates finalizing them in January.

## 6. Public Affairs Updates.

a. New administration.

Marisa acknowledged the new leadership in the City with Mayor-elect Daniel Lurie’s. She announced that the Alliance will host a meet-and-greet with Mayor Lurie at John’s Grill to discuss the Alliance’s priorities. Marisa also shared that she has sent the document outlining the organization’s initiatives and areas where continued support is needed. Additionally, Marisa continues to connect with various individuals who may serve as advisors. The Committee further emphasized how continued support from the Mayor’s Office is vital for the recovery of Union Square and other downtown areas.



b. Bollards and planters.

Marisa updated the Committee on the status of bollards and planters, outlining two pathways forward: 1) creating a master permit for bollards and planters, and 2) assisting individual stores in obtaining permits for bollards. The Alliance is currently working with the City, as there is no existing precedent for issuing a blanket permit for businesses to place planters and bollards across a larger area. However, the City recently piloted a “Love Our Neighborhoods” permit to add planters, and the Alliance plans to use this initiative to establish a framework for the broader Union Square area. For businesses eager to install bollards sooner, the Alliance is collaborating with the city to identify interested participants and will work with DPW to arrange for bollards to be placed in front of their businesses, where allowed by the code.

c. Comprehensive Downtown Plan Update

Marisa reminded the Committee that the Alliance is working with Ben Rosenfield, former San Francisco Controller, and Kat Daniels, former head of OEWD, to create a comprehensive downtown recovery plan involving all downtown BIDs, CBDs, and other related organizations. The plan will focus on capital projects like Hallidie Plaza, Yerba Buena, and Powell Street, and how corridor connections can be improved. It will also include activations, events, and funding strategies. Additionally, Chris Meany is interested in developing a police substation in Union Square based on the hospitality zone concept from the Strategic Plan. The CBDs will present this plan to the new administration in the coming weeks.

**7. Union Square Foundation contract, grants, and other programmatic updates.**

a. Holiday Fundraiser results

Ben provided the results of the Holiday Fundraiser, reporting an estimated total revenue of \$92K and expenses of about \$33K resulting in net proceeds of approximately \$36K. This includes around \$13K for the advocacy fund and \$9K for the administration fee. Ben also reminded the Committee that the Foundation has committed \$10K to the Mental and Behavioral Health Program at San Francisco General Hospital. The Committee further discussed the event and provided feedback to help shape next year’s Holiday Party.

b. RFP 224.

Ben stated that there were challenges in completing deliverables under the various City grants, with a total outstanding amount of \$1.1M owed to the Alliance for milestones payments that have passed. Work on the Powell Street Improvement Project has been postponed due to uncertainty about the passage of Proposition B in the recent election. With the proposition now passed, the City still needs to determine how to allocate funds to various public realm projects across San Francisco, including the Powell Street Improvement Project. Other delays are due to project delays and contract delays from the City.

c. RFP 226, Winter Walk and Holiday updates.

Ben stated that the city is amending RFP 226, including the allocation for Winter Walk. The Alliance is currently unsure when the deliverable for the Winter Walk will be signed. The \$290K deliverable is still under review and awaiting approval from the City.

– **Action to approve contract with Metro Electric for electrician services for Winter Walk**

Ben directed the Board to review the contract with Metro Electric, which will be providing electrical services for Winter Walk. He highlighted that while it was an expensive fee, that the electrical services to Winter Walk have been challenging and this is union labor rates.



**Action:** The Committee unanimously approved the contract with Metro Electric for electrician services for Winter Walk as motioned by Mark Sullivan and seconded by Mark Purdy.

d. SF Live

Ben informed the Committee that the Union Square stage project is behind schedule due to several factors, which is a key consideration for future large public realm projects. He expressed concern about investing time and resources into development, only for the project to be continuously delayed due to the difficulty in getting City approval and receiving grant money on time and according to budget. While he expects an assessment payment from the city next week, he noted that the situation could become unsustainable if there were project cash outflows during the low cash balance time of year (Sept-November).

**The open meeting concluded and adjourned at 10:16 a.m.**

**CLOSED SESSION (See Closed Session Minutes for items 8-13)**