



## **Executive Committee Meeting**

February 27, 2025, 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: Wes Tyler (Chancellor Hotel), Russell D. Keil, Jr. (The Keil Companies), Mark Purdy (Grosvenor International), Julie Taylor (Colliers International), Erik Murray (Oak Investment Funds), Mark Sullivan (Community Member), Stephen Brett (Brett & Co.), and Manuela Anne King (RHAA).

The following staff were also in attendance: Marisa Rodriguez (CEO), Benjamin Horne (CFO), Daniela Vasile (COO), Ken Rich (Director of Policy & Economic Development), Melanie Medina (Executive Assistant), and AnaKatrina Cortado (Intern).

The following guest was also in attendance: Tammy Brock (Property Owner).

#### **Summary of Actions Taken by the Committee**

- **Action:** The Committee unanimously approved the minutes of the December 19, 2024, meeting, as motioned by Mark Sullivan and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved the final Mid-Year Report July-December 2024, as motioned by Mark Purdy and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved the use of body cameras, as motioned by Mark Purdy and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved the letter of support for AB 255 regarding support of state homeless programs, as motioned by Julie Taylor and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved Scotty Jacobs's contract for consulting services for social media management, as motioned by Mark Sullivan and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved Dianna Cavagnaro's contract extension, as motioned by Mark Sullivan and seconded by Stephen Brett.
- **Action:** The Committee unanimously approved the Springboard MRI contract, as enthusiastically motioned by Julie Taylor and enthusiastically seconded by Mark Sullivan.

#### **Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 14-18)**

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

Marisa called the meeting to order at 9:03 a.m. and took roll call.

##### **2. Public comment.**

Marisa called for public comment. She commented on the Lunar New Year parade and the NBA All-Star Weekend that brought lots of people back to the district. The office held a Chinese New Year parade viewing party to watch the parade and fireworks. The committee commented on how nice it was to see Powell Street activated and packed with people.



**3. Action to approve the minutes of the December 19, 2024, meeting.**

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

**Action:** The Committee unanimously approved the minutes of the December 19, 2024, meeting, as motioned by Mark Sullivan and seconded by Julie Taylor.

**4. Discussion regarding Union Square Park and the Alliance role.**

Ben stated that the Alliance's current contract provides security from 6 a.m. to 2 p.m. and ambassadors from 2 p.m. to 10 p.m., along with limited event services. However, there is a disconnect between the Alliance's understanding of its role and Rec and Park's expectations, leading to challenges (and blame) for the Alliance. From a financial standpoint, the current arrangement is not financially sustainable, and providing additional support for events and services has resulted in a deficit (especially factoring in management costs). Marisa added that the public assumes the Alliance is responsible for maintaining Union Square Plaza, which has led to the Alliance stepping in, despite not being formally responsible for cleaning and other matters.

Daniela clarified that the Alliance is not officially responsible for park management but has been held accountable for issues like event cleanup. The committee discussed renegotiating the contract next year to clarify roles and responsibilities. Russ also mentioned engaging with city leadership to explore the possibility of resetting the role of the Union Square Alliance with the Park. Some others advocated removing the Alliance from the Park services altogether. Also, there was discussion about the upcoming renewal and methods of assessing the park (beyond the current assessment which only covers the external sidewalk).

**5. Review and action to approve the final Mid-Year Report July - December 2024.**

Ben stated that revisions were made to the Mid-Year Report, and a revised draft was provided, an earlier draft had been previously approved at the January BOD meeting. The committee was encouraged to send any typos to the Alliance for correction.

**Action:** The Committee unanimously approved the final Mid-Year Report July-December 2024, as motioned by Mark Purdy and seconded by Mark Sullivan.

**6. Clean & Safe Services updates.**

**a. Block by Block new Operations Manager – Jaffar Mendieta**

Marisa announced that Jaffar Mendieta is Block by Block's new Operations Manager. She noted that Jaffar, who comes from Walmart (and other corporate entities) and has extensive experience overseeing large teams, is already making an impact at Block by Block and is very enthusiastic about his role. He will be introduced at the Alliance Board meeting in March.

**b. Legion new Operations Manager – Jackson Alcantra**

Marisa informed the committee about Legion's new Operations Manager, Jackson Alcantra. His role is funded by the RFP 230 grant, which enabled the Alliance to double security from two guards 24/7 to four guards. She also mentioned that Legion is interested in establishing a presence in the Alliance office to work more closely with the Alliance, particularly with Daniela.

**c. SFPD security camera usage indemnity agreement update and SFPD access**

Marisa stated that the Alliance's indemnity agreement with SFPD has been signed. The security camera usage policy has been updated and needs to be distributed to property owners with a memo.



Once completed, SFPD will have full immediate access to the system allowing for quicker action when crimes are committed and allows the SFPD to investigate footage before requesting it, which will reduce the time needed from our Member Services to do searches which will allow Member Services to have more capacity for other tasks. However, they will still need to request video from the Alliance for prosecution, as the Alliance remains the custodian of record.

**d. Drone dock in Union Square area.**

Marisa announced that Union Square will have its own drone as part of the Drone First Responder (DFR) program, allowing police to reach incidents within three minutes and track suspects in real time. A team of officers from the real-time policing unit visited Union Square to assess potential locations for this operation and identified the Union Square Building's roof as a suitable site. While Union Square has overtime officers, the Alliance remains focused on securing a formalized police district within the hospitality zone.

**e. Body cameras for safety ambassadors and security and RFP 230 and possible action to approve use of body cameras.**

Ben stated that as part of the RFP 230 grant plan for Safety Ambassadors, the Alliance intended to use body cameras during street interactions to reduce liability in case of disputes. However, the city denied the use of grant funds for this. While Legion Security already uses body cameras, Block by Block does not. With 20 Safety Ambassadors now working under the grant, the Alliance would like to equip them with body cameras. The cost to equip ambassadors with 10 body cameras is \$4,500, which the Alliance plans to cover with assessment funds. The additional grant funds will be used to secure an Overnight Supervisor (raise comp slightly as the position has been hard to fill).

**Action:** The Committee unanimously approved the use of body cameras, as motioned by Mark Purdy and seconded by Julie Taylor.

**f. Legion and Block by Block contract status.**

Ben stated that Legion's contract has been finalized, but the Alliance is still working through Block by Block's contract. In a meeting with Derreck Hughes, Division Vice President of Operations, the challenges of transitioning of staff were discussed. Ben reviewed Block by Block's latest contract draft and found it still needed significant revisions. Additionally, Block by Block has been delayed in submitting invoices. As a result, the Alliance has decided to withhold payments until the contract is finalized.

**g. Bigbelly sponsorships.**

Ben stated that the Alliance is securing sponsorships for the Bigbelly program, with several participants already agreeing to re-sponsor. With 37 out of 47 units up for renewal this fall, the Alliance will need to address contract decisions soon. Daniela is also exploring alternative vendors that offer branded, visually appealing units.

**7. Review and action to approve contract to complete survey for Powell Street Improvement Project.**

Ken informed the committee that a contract for the Powell Street Improvement Project survey is up for approval. The Alliance, having completed the schematic design, is moving forward with the design development phase, funded by city allocation while awaiting full Prop B funding. The Board approved a contract with Field Operations in January for \$900K to \$1M, but a separate contract for a topographical survey is needed before proceeding. With only \$100K available, Field Operations will start initial tasks, and work will continue once the Alliance receives RFP 231. Design development is expected to finish by early September or October. The committee discussed funding options and agreed to wait for the Board's approval in March.



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

**8. Review and possible action to approve letter of support for AB 255 regarding support of state homeless programs.**

Marisa directed the committee's attention to a letter of support from Assemblymember Matt Haney, advocating for the creation of a space within homeless shelters for individuals seeking treatment in a drug- and alcohol-free environment. The letter addresses a current law in California that permits individuals to use substances in shelters, even if they are seeking support, as participation is voluntary. The letter supports the creation of a pathway or space for those who wish to remain in a clean environment and seek the Alliance's support.

**Action:** The Committee unanimously approved the letter of support for AB 255 regarding support of state homeless programs, as motioned by Julie Taylor and seconded by Mark Sullivan.

**9. Review and action to approve Scotty Jacobs's contract for consulting services for social media management.**

Marisa introduced Scotty, the Alliance's social media consultant, noting his energy and success in managing the Alliance's social media and influencers. As the Alliance hires for the Marketing Associate position, Scotty has stepped in as a social media consultant and will continue on until the new position is hired. Discussion took place regarding retaining Scotty as a social media consultant after the Marketing Associate is hired but it was noted that the organization does not currently have the budget for this. The contract is for \$5,000/month and has deliverables such as 4 posts per week on all major channels. The contract term ends in June.

**Action:** The Committee unanimously approved Scotty Jacobs's contract for consulting services for social media management, as motioned by Mark Sullivan and seconded by Julie Taylor.

**10. Review and action to approve Dianna Cavagnaro's contract extension.**

Marisa shared that Dianna is continuing to support the organization while the Marketing Associate position is being filled. Dianna has been working as a part time consultant to support events and marketing, and the Alliance would like to extend her contract and increase the monthly hours (until the Marketing Associate onboarded and trained. Discussion took place regarding Dianna's significant contributions to the team, highlighting the work she has done.

**Action:** The Committee unanimously approved Dianna Cavagnaro's contract extension (through July 2025), as motioned by Mark Sullivan and seconded by Stephen Brett.

**11. Review and action to approve Springboard MRI contract.**

Ben explained that MRI (Springboard) is the Alliance's program for pedestrian counters in Union Square starting in 2020. It has been widely utilized, with frequent requests from brokers, hotels, and others for footfall reports. The Alliance renewed its contract at the same rate of \$1,250 per month for three years, with a reasonable escalation clause each year (which Ben negotiated down). The program has proven valuable, providing insights such as Union Square's highest foot traffic since pre-pandemic during NBA All-Star Weekend and the Chinese New Year parade. Further discussion occurred regarding how this data can be applied.

**Action:** The Committee unanimously approved the Springboard MRI contract, as enthusiastically motioned by Julie Taylor and enthusiastically seconded by Mark Sullivan.



**12. Board member and officer discussion.**

Ben mentioned the upcoming board election, which will be discussed in a future board meeting. He shared the board slate and noted that about half of the board members and all officers are up for re-election. He encouraged these decisions to be made soon as the slate and officers would need to be approved in May. Additionally, Melanie will be leading a project to revise the current bylaws that will also be mailed to members with the slate.

**13. Grants, Union Square Foundation contract, grants, and other updates.**

**a. RFP230**

Ben informed the committee that the Alliance has not yet received a contract from RFP 230, but it is expected to be received soon.

**b. RFP224**

Ben stated that the city plans to amend certain portions of the grant to ensure funding, as the dates for deliverables are past due. He also noted that the Alliance cannot use the grant for services that a city staff member would be responsible for.

**c. RFP226**

Ben stated that the Alliance has submitted the funding requests for Winter Walk, so payment is expected soon. However, the Alliance is working on finalizing a deliverable for the grant, as the MTA has not yet provided the invoice for the street closure.

**d. SF Live**

This item was not discussed.

**e. RFP231**

Ben said the Alliance applied for a \$2.5M grant that can help fund the Powell Street Improvement project.

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

**CLOSED SESSION (See Closed Session Minutes for items 14-18)**