



Executive Committee Meeting

April 24, 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: Mark Purdy (Grosvenor International), Don Thomas (The Donatello), Stephen Brett (Brett & Co.), Julie Taylor (Colliers International [virtual]), Jim Sangiacomo (Trinity Properties), Mark Sullivan (Community Member), Manuela Anne King (RHAA), and Beau Simon (WBD).

The following staff were also in attendance: Marisa Rodriguez (CEO), Benjamin Horne (CFO), Daniela Vasile (COO), Ken Rich (Director of Policy & Economic Development), Eva Schouten (Public Realm & Events Manager), Melanie Medina (Executive Assistant), and E. Ryan Santamaria (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 February 27, 2025, meeting as motioned by Don Thomas and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved the amended contract with Field Operations for Powell Street Improvement Project, as motioned by Mark Purdy and seconded by Don Thomas
- **Action:** The Committee unanimously approved the policy on AI usage for the office, as motioned by Mark Sullivan and seconded by Mark Purdy.

Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 12-17)

1. Call to order and roll call.

Marisa called the meeting to order at 9:07 a.m. and took roll call.

2. Public comment.

Marisa called for public comment. She noted the announcement of Saks Fifth Avenue's closure announcement, and the internal restructuring Neiman Marcus is experiencing countrywide. Mark Purdy stated that on the office front, there were notable improvements with leases coming and full floor tenants, which is indicative of the positive direction. Additionally, he noted to be mindful about the new tariffs, as supply chain issues are rising.

3. Introduction to new Alliance hires and staffing updates.

E. Ryan Santamaria and Hollie Chiao introduced themselves while everyone welcomed them. Marisa announced additional new hires such as Sokhom Mao as the new Director of Services, and Marlenne Mendoza as a new project coordinator.

4. Action to approve the minutes of the February 27, 2025, meeting.

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



Action: The Committee unanimously approved the minutes of the February 27, 2025, meeting, as motioned Don Thomas and seconded by Mark Sullivan.

5. Discussion regarding economic and strategic plan development.

Marisa shared with the committee that the Alliance has initiated early planning for the 2029 renewal of the BID. This year's Union Square Foundation Luncheon featured Chris Thornberg as the keynote speaker, who provided valuable insights into the current economic landscape of San Francisco, with a focus on Union Square. His presentation served as an introduction to the potential of partnering with Beacon Economics as the Alliance begins planning for renewal and updating the strategic plan. Tammy noted she would like to see a greater diversity of businesses mentioned in the Alliance's strategic plan. Marissa expressed her desire to create an accessible environment for all, which includes a fast fashion scene and food chains to return to Union Square in hopes of attracting a wider range of people.

6. Annual Luncheon Updates

Ben announced that the annual luncheon sold out quickly. The Alliance will be revisiting the number of specific sponsorship levels sold to ensure the fundraising goal is met. Marisa expressed gratitude for the support from the Board and community members. She then stated that this is the first time that the Bloom gown reveal will be at the luncheon, including a fashion show to showcase a local designer's work and interpretation of Bloom through their gown, which is called the "Black Orchid."

7. Update and discussion regarding updating the Alliance bylaws

Ben stated that the Alliance will work on updating the bylaws as they should be revised every 2-3 years, and they were last updated in 2021. A notable change to be made to the bylaws is electing officers every two years. He also reminded that the officers must be elected annually. Discussion took place regarding the process of approving the bylaws.

8. Clean & Safe Services updates

a. Legion updates

Ben and Daniela stated that the Alliance will be meeting with Legion to discuss management changes and internal challenges.

b. Block by Block contract status and operations office issue

Ben informed the committee that there are ongoing contractual negotiations with Block by Block and invoicing delays. He also noted the expansion of the services team at the Flood Building has resulted in a noticeably busier and louder environment, with frequent comings and goings from ambassadors, Legion security guards, safety ambassadors, and retired SFPD ambassadors. Block by Block's current lease ends in 2029, with the plan to renew the contract to stay. However, due to current circumstances, it has been suggested to release the Block by Block's entire lease and redo the lease to move in a more viable location. Discussion took place regarding possible office spaces such as revisiting the Visitor Information Center at Hallidie Plaza or using the ground floor space of the Flood Building on Market Street where the SF Travel Welcome Ambassadors used to occupy.

c. Bigbelly

There were no current updates on the Bigbelly program. The Alliance continues to reach out for sponsorships and is awaiting news from the City regarding the new citywide trash bins deployment date.

d. Security cameras and related



Daniela stated that there have been maintenance issues regarding the security cameras and have been in talks with AVS to address these issues. Discussion took place regarding facial and license plates recognition. Daniela informed the committee that the cameras do not have facial recognition, and a few have the ability to read license plates

9. **Review and action to approve amended contract with Field Operations for Powell Street Improvement Project.**

Ken updated the committee on the progress being made on the Powell Street Improvement Project. He provided an overview of the overall timeline and that the schematic design is complete and is currently in progress for the design development phase, scheduled to be completed by the end of October 2025. For the project cost estimate and projected gap, a visual chart between the Alliance, Field Operations and DPW estimates were shown. These costs are estimates at schematic design level and are likely to change as design processes. Manuela pointed out that these projections were “pre-tariff” so changes can be expected. She also had a question regarding the contract and if value engineering is required, will there be a bigger proposal. Ken answered no but explained that he will clarify it with his point of contact.

Ken stated that the Alliance led the schematic design phase and design development phase with Field Operations and Sitelab. However, the question remains who will lead afterwards. He expressed how the Alliance wants Field Operations to stay involved. Ken explained that Field Operations experience with city deadlines and costs analysis and anticipate the project to be completed sooner than being projected. Don asked if there is anything they must put in writing in support of that and Marisa vocally agreed that a letter would be beneficial to emphasize that the City invested in this renowned landscape architecture firm to permit and do this for San Francisco. Manuela compared it with the revitalization project in Japantown and the process of working with the City. Julie expressed her concerns about the disruption of pavement on Powell Street, noting the issues when the central subway was being constructed and nearly destroyed the Stockton Street corridor for a decade.

Action: The Committee unanimously approved the amended contract with Field Operations for Powell Street Improvement Project, as motioned by Mark Purdy and seconded by Don Thomas

Grants, Union Square Foundation grants and other updates.

Ben informed the committee that all the grants are proceeding and have been included in the initial draft budget for FY 25-26.

A. RFP230

This item was not discussed.

B. RFP231

Ben stated that OEWD awarded the Alliance \$1,309,113, which will cover the remainder of design development, including the contractors, as well as admin fees. The contract is currently pending and will go through the Alliance directly, rather than the Foundation. The Board or executive committee will need to approve the contract at their next meeting.

C. RFP224

This item was not discussed.

D. RFP226

This item was not discussed.

E. SF Live



This item was not discussed.

10. Review and action to approve policy on AI usage for the office.

Ben informed the committee that the office will start utilizing AI tools. The Alliance's IT firm recommended a tool that would allow the Alliance team to use various ALMs and is secured into the network, called Hatz AI. Discussion took place regarding other AI platforms such as Microsoft co-pilot.

Action: The Committee unanimously approved the policy on AI usage for the office, as motioned by Mark Sullivan and seconded by Mark Purdy.

The open meeting concluded and adjourned at 10:34 a.m.

CLOSED SESSION (See Closed Session Minutes for Items 12-17)