



Executive Committee Meeting

June 26, 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), Mark Sullivan (Community Member), Manuela Anne King (RHAA), and Russell D. Keil, Jr. (The Keil Companies),

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), Marlenne Mendoza (Project Coordinator) and E. Ryan Santamaria (Intern). In addition, Beau Simon, General Counsel (WBD) was in attendance.

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 April 24, 2025, meeting, as motioned Russ Keil Jr. and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved updating the services agreement with Progress Public Affairs (or another public relations firm) to include assisting with new social media handles for Union Square Alliance CEO, as motioned by Stephen Brett and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved the contract with LeMonde Studios to activate the Cable Car Turnaround, as motioned by Julie Taylor and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved the letter of support for SB 395, as motioned by Mark Purdy and seconded by Russell D. Keil, Jr.
- **Action:** The Committee unanimously approved extending Union Square Plaza Services through September 30, 2025, as motioned by Don Thomas and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved to accept Lyft sponsorship of \$75,000 for Bloom 2025, as motioned by Stephen Brett and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved the RFP 230 HEART Safety Grant revised deployment and extension through December 2025, as motioned by Russ Keil Jr. 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 9:05 a.m. and took roll call.

2. Public comment.

Marisa called for a public comment. Russ Keil noted that 80 years ago today, the United Nations charter was signed here in San Francisco.

3. Action to approve the minutes of the April 24, 2025, meeting.

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



Action: The Committee unanimously approved the minutes of the April 24, 2025, meeting, as motioned by Russ Keil Jr. and seconded by Julie Taylor.

4. Discussion regarding strategic plan and economic development.

The Alliance has been working on a new strategic planning process since the previous plan was done in 2022. The organization has been in talks with Chris Thornberg from Beacon Economics, as a possible consultant on the new plan to focus on the data and needs of Union Square through an economic development lens. Marisa noted that the last strategic plan involved two firms that are BID oriented and this time around, the Alliance is seeking a slightly different approach in their strategic plan development to gain new and fresh perspectives. Discussion took place regarding how the strategic plan will support and lay the groundwork for the BID's renewal in 2029 and addressing on going challenges such as lack of housing and commercial vacancies.

5. Update and discussion regarding updating the Alliance bylaws

Ben stated that the Alliance received a rough draft of the updated by laws and will review sections regarding meetings to ensure that it aligns with the Brown Act. He informed the committee that a draft will be available at the next executive committee meeting for their review and will be brought to the Board and ultimately the membership in the fall for approval.

6. CityTrip Japan 2035 Expo Recap

Marisa shared her trip to Japan with the Chamber of Commerce, with the goal of bringing the World Expo to San Francisco in 2035. She mentioned San Francisco hosted the event in the past which lead to development and historical sites such as at the Palace of Fine Arts (1915), Japanese Tea Garden (1894), and Treasure Island (1939 & 1940). Sites in the Bayview neighborhood are currently undergoing evaluation and consideration to host the event. Marisa expressed why San Francisco qualifies to host the World Expo with San Francisco Chamber of Commerce leading the charge. If San Francisco is chosen, the expectations are that there will be over 25 million visitors and 140,000-200,000 new jobs.

7. Update and discussion about the Powell Street Redesign project

The Powell Street Improvement Project is moving forward as the Alliance works with the City to secure full funding for completion. The Alliance has secured through the City \$22 million from the General Obligation bond and has entered the design development phase of the project. The City has indicated that large capital public infrastructure projects need to be managed by DPW and the RFP231 \$1mil grant is not going to happen as previously believed and the Alliance has some funding exposure because it started working on the design development phase in good faith (possibly \$100-\$125 at risk). DPW will be contracting directly with the engineers and Field Operations, with the Alliance serving as a subcontractor under Field Operations so that we can at least get our staff time covered. As a result, the Alliance will not lead the project as originally intended and will assume a lesser role. The Alliance has been in discussions with Ned Segal, DPW, and OEWD, to ensure that the timeline is still reasonable and the initial designs maintain its integrity. Additionally, Jony Ives and his team, as well as Mayor Daniel Lurie and his staff, are intrigued and in discussions with the Alliance about the overall project. Marisa concluded that the Alliance is exploring the idea of becoming a local business enterprise (LBE) if possible. Discussion took place regarding project details and expectations.

8. Discussion, review and possible action to approve updated services agreement with Progress Public Affairs to include Public Affairs/Relations as well as assisting with new social media handles for Union Square Alliance CEO.



Marisa provided an update that she is exploring two possible options to manage her professional social media platforms, one with the Alliance's existing PR company and another as an external consultant. She stressed the importance and opportunity around raising the voice of the organization as well its programs.

Action: The Committee unanimously approved the updated services agreement with Progress Public Affairs to include Public Affairs/Relations as well as assisting with new social media handles for Union Square Alliance CEO, as motioned by Stephen Brett and seconded by Mark Sullivan.

9. Discussion, review and possible action to approve the contract with LeMonde Studios to activate the Cable Car Turnaround.

Marlenne informed the committee that the Alliance will be working with LeMonde Studios, to activate the Cable Car Turnaround with public art installations from July 11, 2025 to January 11, 2026 at a cost of \$30,000. These installations will be funded through the RFP 226 grant. The art installations will rotate every few weeks with the first being a guitar slide, followed by a banana shaped bench. Alongside these activations, there will be entertainment such as local musicians, vendors, and artists from Friday to Sunday. Don Thomas inquired about any necessary security supervision to which Marlenne informed him that the art would be overseen by Block by Block and Legion. She also stressed that the installations have anti graffiti coating.

Action: The Committee unanimously approved the contract with LeMonde Studios to activate the Cable Car Turnaround, as motioned by Julie Taylor and seconded by Mark Sullivan.

10. Discussion, review, and action to approve letter of support for SB 395.

SB 395 is the San Francisco Downtown Hospitality Zone liquor licenses that would allow for additional liquor licenses in the designate hospitality zone to help boost nightlife in the area. The Alliance has been collaborating with the Golden Gate Restaurant Association (GGRA) to ensure existing bars and restaurants are not negatively affected by this bill. Since these will be non-transferable licenses and will not impact existing secondary markets.

Action: The Committee unanimously approved the letter of support for SB 395, as motioned by Mark Purdy and seconded by Russell D. Keil, Jr.

11. Discussion and action to approve extending Union Square Plaza Services through September 30, 2025.

Ben shared that the Alliance's contract with Rec and Park for safety and hospitality ambassadors, as well as park event services, expires on June 30. The Alliance would like to extend the agreement through September while Rec and Park finalize their plans to go forward and the next steps. To address the ongoing overlap between Alliance services and those provided by Rec and Park, the Alliance is evaluating how best to define its role in the plaza moving forward. As a result, Rec and Park have considered contracting directly with Legion and Block by Block and the Alliance will likely be reducing its role to only event services in the future. Discussion took place regarding current services and the Alliance's relationship with Rec and Park.

Action: The Committee unanimously approved extending Union Square Plaza Services through September 30, 2025, as motioned by Don Thomas and seconded by Mark Sullivan.

12. Discussion and possible action to accept Lyft sponsorship for Bloom 2025.

Marisa stated that Lyft is interested in sponsoring Bloom 2025 campaign for \$75,000. These funds would be used toward the last two events of bloom. Discussion took place regarding Lyft's brand marketing in San Francisco.



Action: The Committee unanimously approved to accept Lyft sponsorship of \$75,000 for Bloom 2025, as motioned by Stephen Brett and seconded by Julie Taylor.

13. Clean & Safe Services updates

a. Audit

The Alliance has engaged a third party CPA firm to audit Block by Block and Legion for the 24-25 fiscal year as there was a significant increase in services and millions of dollars spent. The payroll documents requests have been submitted to both parties and a call with the auditors is to be scheduled soon. The initial audit results should be completed by the next Executive Committee meeting.

b. Legion updates

Legion has been integrating District360 as a tool to record keep and track data of interactions, walk paths, and services calls. The testing program is nearing completion and soon all guards will be integrated with District360. After this, all services will be on the same platform and the data owned by the Union Square Alliance.

c. Block by Block contract status and operations office issue

Daniela informed the committee that Block by Block has relocated to the ground-floor retail space of the Flood Building, previously occupied by the SF Travel ambassadors. The move was prompted by overcrowding in their original office and noise concerns affecting other tenants due to the increased number of ambassadors. Moving forward, the Alliance will no longer hold the lease at the Flood Building and its lease has been terminated. Block by Block will assume the lease directly with the Flood Building effective 7/1/25. The committee also discussed alternative office locations within the district.

d. Bigbelly

With the majority of Bigbelly units contract expiring at the end of August, the Alliance has been exploring new trash can vendors and requesting end of lease options from Bigbelly. The staff will bring its recommendation to the Services Committee in September and Board thereafter.

e. Security cameras and related

Daniela announced that there are two new added camera installations in the district covering 401 Mason and 459 Geary.

14. Funding, Grants, Union Square Foundation grants and other updates.

A. RFP230 and possible **action** to approve grant revised deployment and additional revision (Welcome Ambassadors).

The Alliance has asked the City to extend the RFP230 grant through the end of the year, instead of its initial date in September, to provide additional coverage during the holiday season as there will be no new Safety Grant from the City. To accommodate this, the grant services will need to be adjusted, such as reduced coverage areas and hours in order to stretch the grant funds through year-end. As a result, the contract with Block by Block needs to be amended to include this service extension, and the Legion contract will also need to be revised.



Action: The Committee unanimously approved grant revised deployment and term, as motioned by Russ Keil Jr. and seconded by Mark Purdy.

B. RFP231

RFP 231 was awarded to the Alliance for the Powell Street project. However, as stated earlier, there are current complications with this grant and it will not be contracted. The Alliance team is working on alternative funding through Field Operations to cover the staff time.

C. RFP224

Ben stated that RFP224 has been amended to include an additional \$165k. These funds will cover the costs that have been spent on the Powell Street Improvement Project through April/May.

D. RFP226

The remaining funds in RFP 226 will be used towards the interactive public art at the cable car turnaround and Maiden Lane.

E. SF Live and Union Square Stage Project

Marisa shared that the SF Live grant is progressing with the stage project. Current discussions are focused on determining ownership of the equipment, whether it will belong to the Alliance or Rec and Park.

F. Macy's Great Tree

The Alliance is supporting Macy's in seeking sponsors for the Christmas tree this year.

The open meeting concluded and adjourned at 10:29 a.m.

CLOSED SESSION (See Closed Session Minutes for Items 15-16)