



Executive Committee Meeting

August 28, 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: Don Thomas (The Donatello), Jim Sangiacomo (Trinity Properties), 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), and E. Ryan Santamaria (Intern), Beau Simon (WBD).

The following guests were also in attendance: Brian Fenwick (The Marker) and Tammy Brock (Property Owner).

Summary of Actions Taken by the Committee

- **Action:** The Committee unanimously approved the minutes of the June 26, 2025, meeting, as motioned by Don Thomas and seconded by Mark Sullivan.
- **Action:** The Committee approved Brian Fenwick as new Public Affairs Committee Chair, as motioned by Julie Taylor and seconded by Manuela Anne King.
- **Action:** The Committee unanimously approved the contract with Field Operations for \$150,000 for the Alliance to provide services during the design development phase of the Powell Street Improvement Project, as motioned by Don Thomas and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved the general contractor proposals for the Union Square Improvement stage project, as motioned by Russell D. Keil, Jr. and seconded by Brian Fenwick.
- **Action:** The Committee unanimously approved the contract extension with Progress Public Affairs, as motioned by Brian Fenwick and seconded by Don Thomas.
- **Action:** The Committee unanimously approved the contract renewal with Cube84, as motioned by Don Thomas and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved Line of Credit (\$1mil) with City National Bank, as motioned by Mark Sullivan and seconded by Manuela Anne King.

Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 15-17)

1. Call to order and roll call.

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

2. Public comment.

Marisa welcomed and acknowledged Brian Fenwick for joining the meeting as the possible public affairs committee chair. She also expressed gratitude for his strong efforts and contributions to the Union Square Alliance and greater community.

Beau Simon shared that he encountered Wayne Alexis, one of the Block-by-Block ambassadors, and acknowledged his good work for the community.



Julie Taylor has planned two tours today and reported that there are many tourists out in the district.

Marisa reported that the Pop Mart location will be opening in September while Chef Michael Mina's Bourbon Steak Restaurant with Stephen Curry's The Eighth Rule bar will be opening soon as well.

Russell D. Keil, Jr. recounted his visit to a private social club, The 'Quin House, in Boston a few weeks prior. He was amazed by the structure, interior design, and ambience of the venue. Russ is hopeful that Union Square can attract prestige organizations like the one he recently experienced.

Don Thomas emphasized the importance of the Alliance Services Card and how the Donatello provided it to all their guests, and they have received many positive comments from guests. He encouraged others to share it as well.

3. Action to approve the minutes of the June 26, 2025, meeting.

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

Action: The Committee unanimously approved the minutes of the June 26, 2025, meeting, as motioned by Don Thomas and seconded by Mark Sullivan.

4. Discussion regarding RFP, possible consulting firms, and timeline for strategic planning process.

Ben reminded the Committee about the project to develop a new strategic plan, in preparation for the upcoming renewal of the Alliance. He gave an overview of the timeline and was seeking the Committee's thoughts on the timeline and strategy when approaching this project. He also emphasized that a large component of the plan was outreach and community involvement. If approved at the upcoming Board of Directors meeting on October 1st, the RFP will be released. Ben suggested the Alliance gather a pool of potential firms to work with and narrow it down from there, rather than posting publicly. This would also speed up the timeline for the strategic planning process. By mid-January, the Alliance management team should have a decision on a firm(s) and get it approved by the Board in January's meeting. By September 2026, the Alliance hopes to review and approve the final plan. Discussion took place regarding the expertise of specific firms and what their potential role might be.

5. Review and discussion of the revised draft of the Alliance bylaws.

Melanie thanked Beau Simon for connecting the Alliance with Jamie from his firm, to review the bylaws. The most recent time the Alliance updated the bylaws was in 2019 and has finalized reviewing it recently. Melanie listed the suggested amendments such as changing the term of an officer to 2 years, role titles, limited telecommunication/participation exceptions under the Brown Act, and overall verbiage for more clarification. The bylaws draft will be presented to the Board for approval on October 1 and then mailed to the property owners for a vote.

Tammy Brock added that she will be meeting with district property owners and preparing additional comments regarding the bylaws. Discussion took place regarding property owners and property owner representatives.

6. Discussion and action to approve Brian Fenwick as new Public Affairs Committee Chair

Marisa announced that Brian Fenwick has agreed to take on the role of the public affairs committee and directed the executive committee to take action to finalize his position as committee chair. Brian expressed his gratitude and gave recognition to the former Committee Chair, Erik Murray. Marisa thanked Brian for his desire to contribute to the community.



Action: The Committee approved Brian Fenwick as new Public Affairs Committee Chair, as motioned by Julie Taylor and seconded by Manuela Anne King.

7. Discussion on potential transitional housing in Union Square.

Marisa shared that a women-led organization that focuses their efforts on domestic violence against women are seeking a location for transition safe housing and are in conversations with the King George Hotel. Marisa added that one of the main reasons as to why the organization piqued interest in Union Square as a desired location is largely due to the district's cleanliness and safety. Discussion took place regarding hotel ownership, possible buyers, and appropriate property use.

8. Discussion and action to approve contract with Field Operations for \$150,000 for the Alliance to provide services during the design development phase of the Powell Street Improvement Project.

Ken stated that the Alliance is proposing to be a subcontractor under Field Operations and provided a handout with the Alliance's scope of services. The responsibilities of the Alliance would involve neighborhood/property owner outreach regarding lights, design stewardship, and lighting maintenance. Discussion took place regarding lighting maintenance costs and street vendors. The contract is for \$150,000 billed over 6 months (August 2025 – January 2026) in equal installments.

Action: The Committee unanimously approved the contract with Field Operations for \$150,000 for the Alliance to provide services during the design development phase of the Powell Street Improvement Project, as motioned by Don Thomas and seconded by Julie Taylor.

9. Discussion and update and possible action regarding the general contractor proposals for the Union Square Improvement stage project.

Ken shared that the Union Square Improvement Stage Project is ready to commence and provided a summary of the budget, timeline for contracting and project completion and bids received. The Alliance put out an RFP to four contractors (and received 2) and has decided on Eric F. Anderson as the winning bidder. Phase one can begin once the contract is executed which includes ordering the materials such as the poles, granite, and storage. Phase two will take place after the second grant payment is received. Discussion took place regarding the difference in costs between other bids and the timeline of construction.

Action: The Committee unanimously approved moving forward and starting contract development with the general contractor proposal from Eric F Anderson for the Union Square Improvement stage project, as motioned by Russell D. Keil, Jr. and seconded by Brian Fenwick.

10. Discussion and action to approve contract extension with Progress Public Affairs.

Marisa informed the committee that the contract with the Alliance's PR firm, Progress Public Affairs, is nearing its end and requested approval to extend it for another six months. She noted the monthly rate will increase from \$3,000 to \$3,500 and expressed her gratitude for the positive partnership with the firm.

Action: The Committee unanimously approved the contract extension for six months with Progress Public Affairs at a new monthly rate of \$3,500, as motioned by Brian Fenwick and seconded by Don Thomas.

11. Discussion and action to approve contract renewal with Cube84.

Ben expressed that the contract renewal with Cube84 consists of a 5% increase which equates to \$126/hour with the same number of hours. Ben noted that Legion will be using the District360 app developed by Cube84 moving forward as well. In addition, the Ambassador Route Tracking project will be completed in the coming year.



Action: The Committee unanimously approved the contract renewal with Cube84, as motioned by Don Thomas and seconded by Mark Sullivan.

12. Discussion and action to approve Line of Credit (\$1mil) with City National Bank.

Ben announced that a line of credit was received yesterday and will need to go through stages of review before the finalized document. The line of credit will fund operations during November and December until the assessment payment from the city is received in late December or early January. There will be a fee of \$2,000 to open the line of credit, but the agreement is for 2 years.

Action: The Committee unanimously approved Line of Credit (\$1mil) with City National Bank, as motioned by Mark Sullivan and seconded by Manuela Anne King.

13. Clean & Safe Services updates

a. Audit preliminary results and next steps

The Alliance has hired a CPA firm to conduct an audit of their two primary service providers, Block by Block and Legion. There have been ongoing challenges with responsiveness, their ability to provide the requested documents, and payroll hours questions from both organizations.

b. Legion updates

Ben shared his experience requesting Legion's payroll audit, noting that they were unable to provide the requested documentation (payroll registers that reflected the payroll paid to the security guards that the Alliance was billed for). Once it was received, the number of hours were well above the amounts billed. Discussion took place regarding the issues of extracting hours from the payroll and possible contract breaches.

c. Block by Block, Operations Manager, issues and contract status

Block by Block has overbilled the Alliance by 2,846 hours, including approximately 1,100 hours that are above the 20% threshold of the contract allowable overage for staff. Ben expressed that he wants to allow them to retort since he understands that there may be additional explanations for this variance.

d. Bigbelly update, contract and options for new units

The Alliance has been collecting quotes from trash bin companies, including Bigbelly, to potentially replace all Bigbellies in the district. These quotes will be presented to the Board of Committees on October 1st and will give a recommendation on how to move forward.

e. Security cameras and possible future grants

Daniela has been working with Applied Video Solutions on the Market Street security camera plan. The cameras will be distributed from the Ferry Building to City Hall. Dmitri proposed to fund approximately \$1.5 million for the Alliance, which includes new cameras and replacements for older cameras that are now fully depreciated.

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

A. RFP230 and Welcome Ambassadors amendment

Ben shared that the Alliance is still waiting from the city for the status of RFP 230 for the additional funds for the welcome ambassadors.

B. RFP226 amendment



RFP 226 is in the process of being amended, which consists of funds for Winter Walk 2025 and Tulip Day 2026.

C. SF Live and Union Square Stage Project

Refer to this discussion in Item 9.

D. Macy's Great Tree

Marisa shared that the Alliance is seeking sponsors for Macy's Great Tree and encouraged the committee to seek and discuss with their network. She expressed that there is a potential prospect who is willing to sponsor \$175,000.

E. **SAVE THE DATE** – Holiday Fundraiser – Thursday, December 4, 2025

Marisa reminded the Committee to add the Holiday Fundraiser event on December 4 in their calendars.

The open meeting concluded and adjourned at 10:32 a.m.

CLOSED SESSION (See Closed Session Minutes for Items 15-17)

15. Action to approve closed session minutes from June 26, 2025.

16. Discussion and updates regarding previous meeting matters, staffing and hiring updates and review revised org chart.

17. Review and action to approve new consulting client for CFO.

18. Upcoming Meetings

- a. Board of Directors 2nd Annual Meeting – October 1, 2025, at 9:00 am – Nikko Hotel
- b. Next Executive Committee Meeting – October 23, 2025, at 9:00 am

19. Adjournment