



Executive Committee Meeting

October 23, 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), Julie Taylor (Colliers International), Brian Fenwick (The Marker), Manuela Anne King (RHAA), Wes Tyler (Chancellor Hotel), and Stephen Brett (Brett & Co.).

Jim Sangiacomo (Trinity Properties) joined the meeting via a conference call. Therefore, his attendance did not count towards the quorum.

The following staff were also in attendance: Marisa Rodriguez (CEO), Benjamin Horne (CFO), Daniela Vasile (COO), Melanie Medina (Executive Assistant), and E. Ryan Santamaria (Intern).

The following guests were also in attendance: Tammy Brock (Property Owner) and John Callin (Property Owner).

Summary of Actions Taken by the Committee

- **Action:** The Committee unanimously approved the minutes of the August 28, 2025, meeting, as motioned by Manuela A. King and seconded by Brian Fenwick.
- **Action:** The Committee unanimously approved the IPS Security service agreement for Winter Walk security for \$98,000, as motioned by Wes Tyler and seconded by Mark Purdy.
- **Action:** The Committee unanimously approved Leftwich Events Services service agreement for Winter Walk staff for \$33,900, as motioned by Wes Tyler and seconded by Mark Purdy.
- **Action:** The Committee unanimously approved Bright Event Tent Services service agreement for Winter Walk tents for \$29,201, as motioned by Wes Tyler and seconded by Mark Purdy.
- **Action:** The Committee unanimously approved a contract with SF Holiday Lighting for holiday lighting services, as motioned by Brian Fenwick and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved Legion contract, as motioned by Mark Purdy and seconded by Brian Fenwick.
- **Action:** The Committee unanimously approved event services agreement with Rec & Park, as motioned by Brian Fenwick and seconded by Mark Purdy.
- **Action:** The Committee unanimously approved accepting the RFP230 additional grant of \$550,000 (contract amendment to be approved at a later date), as motioned by Stephen Brett and seconded by Manuela Anne King.

Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 13-16)

1. Call to order and roll call.

Marisa called the meeting to order at 9:08 a.m. and took a roll call.

2. Public comment.

Marisa acknowledged the current political climate throughout the nation, including San Francisco and the Union Square community. Discussion took place regarding best practices of serving members of the



community and preparations should there be further escalation and deployment of forcing in San Francisco.

3. Action to approve the minutes of the August 28, 2025, meeting.

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

Action: The Committee unanimously approved the minutes of the August 28, 2025, meeting, as motioned by Manuela A. King and seconded by Brian Fenwick.

4. Discussion of next Executive meeting date (Thursday, 12/18 at 9am).

Marisa noted the need to establish a quorum and requested confirmation of availability for Thursday, 12/18. The committee agreed that Tuesday, 12/16 at 12:00PM would be the more suitable option, and the organization would provide lunch for the committee.

5. Discussion and possible action regarding organization's formalized partnership in Economic Downtown Core.

Marisa reminded the committee that during the summer prior to the elections, the Alliance participated in discussions with Ben Rosenfield and other downtown BIDs and organizations to outline a strategy for downtown revitalization, including identified needs for capital projects, activations, and related initiatives. The city concluded from the Alliance advocacy that increased focus on hospitality zones, as well as clean and safety efforts, are essential components of the downtown revival plan. Katy Birnbaum of Into the Streets, who is leading this initiative, has proposed formalizing the group and requested that participants sign a MOU. Marisa indicated with the Alliance's focus on our capital projects which include Powell, Maiden Lane, and Union Square Plaza stage project, she is leaning toward not signing the MOU due to time commitment and focus on Union Square but remains willing to continue participating in discussions. Discussion took place regarding Marisa's decision and their collective agreement on it. Further discussion took place regarding the role of the DDC and how it will differ between the BIDs/CBDs.

Action: No formal action was taken; however, members agreed with Marisa that she should not formalize an agreement with the Downtown Core group.

6. Update on strategic planning project.

Ben reminded the committee that the Board approved the RFP in the September meeting and has been posted on the IDA website requesting an initial proposal that outlines their approach to the RFP due on 10/17. The final proposal will be due in December. The RFP has also been shared with OEWD as the organization will work with them and explore the role of the city in the strategic plan. Eight proposals have been submitted thus far, including Beacon Economics and Streetsense, that expressed interest in a co-management model rather than assuming full responsibility for the entire project. Ben added that, upon Ken's return, he, the C-Suite team, and Melanie will convene to review the proposals.

Tammy Brock inquired about involving property owners in the strategic planning RFP process. She was informed that while property owners will be essential to the broader strategic planning process, they will not participate in selecting the firm(s). The committee concluded that its own diverse representation, which includes property owners, is sufficient for the selection phase.

7. Discussion and action to approve IPS Security service agreement for Winter Walk security for \$98,000.

Ben provided an update on Winter Walk, announcing its return to Stockton Street for 12 days, from December 13th to the 24th. He noted that the event requires 24/7 security throughout the entire operational period,



including load-in and load-out, from December 9th through December 27th. Ben also formally acknowledged the key sponsors supporting the event: the DDC, United, Amazon, Nintendo, and OEWD.

Action: The Committee unanimously approved the IPS Security service agreement for Winter Walk security for \$98,000, as motioned by Mark Purdy and seconded by Wes Tyler.

8. Discussion and action to approve Leftwich Events Services service agreement for Winter Walk staff for \$33,900.

Ben stated that Leftwich Events Services would be on site staff during the duration of Winter Walk and will be responsible for managing both the booths and the vendors for Winter Walk. The proposed staffing cost is \$33,900.

Action: The Committee unanimously approved Leftwich Events Services service agreement for Winter Walk staff for \$33,900, as motioned by Mark Purdy and seconded by Wes Tyler.

9. Discussion and action to approve Bright Event Tent Services service agreement for Winter Walk tents for \$29,201.

Ben reported that Bright Event Tent Services, the vendor providing large tent rentals for Winter Walk, submitted a proposal totaling \$29,201. The T&C's are still under negotiation and review, but the Alliance is asking the committee to approve the quote as presented.

Action: The Committee unanimously approved Bright Event Tent Services service agreement for Winter Walk tents for \$29,201, as motioned by Mark Purdy and seconded by Wes Tyler.

10. Discussion and action to approve contract with SF Holiday Lighting for holiday lighting services.

Ben shared that the Alliance has been exploring additional lighting companies and receiving quotes to compare to the current vendor, and they concluded with finding that SF Holiday Lighting is very competitive compared to other firms (15-20% less). Thus, the Alliance team has decided to continue working with its current vendor, SF Holiday Lighting. This scope includes lighting for Maiden Lane and Hallidie Bistro lights and snowflakes, and ornament installation across the district for a total of \$97,286.

Action: The Committee unanimously approved a contract with SF Holiday Lighting for holiday lighting services, as motioned by Brian Fenwick and seconded by Julie Taylor.

11. Clean & Safe Services updates

a. Audit preliminary results and next steps

Ben briefly reported that he discussed with Block by Block the audit preliminary results and is coming to a resolution with them. They have insisted that there is additional payroll, and the team is waiting on their report and payroll registers for this additional payroll. Legion will be providing payroll registers and reconciliation with their invoices starting with the November invoices.

b. Legion updates and action to approve contract

Daniela noted that the Alliance will be continuing services with Legion, extending it for another year (through September 30, 2026). Ben and Daniela have been managing the RFP230 grant, and Ben expects to be amended with an additional \$550,000 of funding.

Action: The Committee unanimously approved Legion contract, as motioned by Mark Purdy and seconded by Brian Fenwick.



- c. Block by Block staffing updates and possible **action** to approve contract.
Daniela briefly shared that the last interviews for the Operations Manager role are scheduled for next week. The contract amendment for July through October was not ready yet.

Action: No action was taken.

- d. Possible **action** to approve event services agreement with Rec & Park
Marisa stated the Alliance will no longer provide services for the Union Square Plaza through Block by Block and Legion, but rather, SF Rec & Park will directly hire those vendor services to maintain the safety and cleanliness of the Plaza. Daniela added that the Alliance storage used in the garage is in the process of finding alternative locations to keep their inventory in case we cannot use the garage for storage.

Action: The Committee unanimously approved event services agreement with Rec & Park, as motioned by Brian Fenwick and seconded by Mark Purdy.

- e. Bigbelly update, contract and options for new units
Daniela reported that a pilot phase of three different trash vendors will be distributed around the district, in order to determine which trash bin is the most viable option. The unit pricing is relatively consistent, ranging from \$2,500 to \$3,000 per trash bin. Estimated delivery timelines are approximately 90 days for all units to arrive in the district. Following delivery, the pilot phase of about four months will be conducted before selecting a vendor for full implementation.
- f. Security cameras and possible future grant
Daniela shared that Dmitri Shimolin from AVS plans to send a proposal to the Alliance to request funds from the DDC or Partnership for SF for additional security cameras (replacements and new units). The DDC is seeking to implement camera coverage throughout Market Street, particularly in preparation for events such as the Superbowl and World Cup games.

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

- A. RFP230 and possible **action** to approve RFP230 amendment for \$550,000.
Ben noted that the extra contribution of \$550,000 would expand the role of Welcome Ambassadors. In addition to greeting visitors and providing directional assistance, they would also function as supplementary Safety Ambassadors and have very similar duties. The amendment was not prepared for this meeting.

Action: The Committee unanimously approved accepting the additional grant of \$550,000 for RFP230 with the actual contract amendment to be approved at a later date, as motioned by Stephen Brett and seconded by Manuela Anne King.

- B. Macy's Tree
Marisa acknowledged that Chris Larsen has funded the Macy's Great Tree and will be called "Macy's Great Tree Presented by Ripple." Discussion took place regarding Macy's tree involvement and decision to stay in the district remains unannounced.

- C. RFP226 amendment



Ben shared that the RFP226 amendment that is associated with the USF is still in process. There have been many discussions with the city regarding the budget and the specifics.

D. Holiday sponsorship updates

a. DDC

- i. The topic was not discussed, as it had been addressed earlier in the meeting.

b. Possible action to approve Nintendo sponsorship (\$150,000).

- i. The topic was not discussed, as the Nintendo sponsorship contract was still in progress.

Action: No action was taken.

c. Lending Club

- i. The topic was not discussed, as it had been addressed earlier in the meeting.

d. Amazon

- i. The topic was not discussed, as it had been addressed earlier in the meeting.

e. United

- i. The topic was not discussed, as it had been addressed earlier in the meeting.

f. GAP

- i. The topic was not discussed, as it had been addressed earlier in the meeting.

E. SF Live and Union Square Stage Project

Marisa reported that the Union Square Stage Project will be temporarily postponed and is scheduled to resume in January. The delay is due to the upcoming holiday season, during which the plaza will host the Christmas tree, an ice-skating rink, and other seasonal activities.

F. Holiday Fundraiser – Tuesday, December 2, 2025. Tickets and sponsorships are available!

Marisa reminded the committee that the Holiday Fundraiser will take place at Chotto Matte on Tuesday, December 2, 2025, and she emphasized the change of date.

The open meeting concluded and adjourned at 10:22 a.m.

CLOSED SESSION (See Closed Session Minutes for Items 13-16)

13. Action to approve closed session minutes from August 28, 2025.

14. Discussion and updates regarding previous meeting matters, staffing and hiring updates and possible actions.

- a. Intern
- b. Services Manager

15. Upcoming Meetings

- a. **Next Executive Committee Meeting – December 18, 2025, at 9:00 am**

16. Adjournment