



Services and Public Safety Committee Meeting

Tuesday, November 18, 2025

9:00am–10:30am

Hybrid Meeting via Zoom and In-Person at 291 Geary Street, Suite 200

Minutes

In attendance: Don Thomas (Club Donatello), Maxine Papadakis (Resident), Wes Tyler (Chancellor Hotel), Steven Suen (Biscuits & Blues), Brenna Carrick (Newmark Knight Frank), Lt. Dean Hall (SFPD), Lt. Romina (SFPD), Commander Eric White (SFPD), Captain Stephen Jonas (SFPD), Lt. Scott Ryan (SFPD), Curtis Wong (SFPD), Sgt. Brian Kelly (SFPD), Sgt. Tony Suhrke (SFPD), Sgt. Amir Mahoud (SFPD), Sgt. Mark Marenco (SFPD), Officer Victor Lew (SFPD), Dmitri Shimolin (AVS), Jaffar Mendieta (Block by Block), Jackson Alcantra (Legion), Anne-Marie Somers (Swatch Group US – Omega), Jonathan Lopez (GAP Inc.), Victor Molina (Chanel), Zuhal Mohsini (Louis Vuitton), Armine Esackanian (DIOR), Jorge Estrada (YSL), and Tammy Brock (Property Owner).

Staff: Daniela Vasile (COO), Ben Horne (CFO), Melanie Medina (Executive Assistant), and E. Ryan Santamaria (Intern).

1. Welcome, introductions, & Union Square holiday events

Don Thomas called the meeting to order at 9:02 a.m.

2. Public Comment

Don called for a public comment. Don recognized Melanie Medina for her continued dedication and contributions to the Alliance and extended birthday wishes to her.

3. ACTION to Approve Committee Meeting Minutes

Don directed the Committee to review the September 16, 2025, Services Committee meeting minutes and June Retail Theft Prevention Committee meeting minutes sent out in advance.

Action: The Committee unanimously approved the September 16, 2025 Services Committee meeting minutes and June 25, 2025 Retail Theft Prevention Committee meeting minutes, as motioned by Sgt. Mark Marenco and seconded by Don Thomas.

4. Committee Updates

a. Staffing update

Daniela announced that Jaffar Mendieta, former Block by Block Operations Manager, was promoted as the Regional Vice President. Additionally, Miracle Matau was promoted as Block by Block's new Operations Manager, who is currently in Louisville doing managerial training.

The Alliance has been in the process of seeking a new Director of Services and are prepared to make an offer today. Announcement will be made once it is official.



b. District360 updates

Daniela reported that District360, the platform for data gathering, is being utilized by both Block by Block and Legion. The pilot phase consists of mapping out ambassador tracking routes and identifying hot spots.

c. Union Square Derby Alley working group update - DPW

Don Thomas reported that Derby Alley has been relatively clean and safe, thanking DPW and SFPD for their services. He also acknowledged that the new light installation in the alley has made a difference.

d. Union Square Park services update

The Alliance's regular services at Union Square Plaza have ended following the expiration of the contract with Rec & Park at the end of October. Effective as of October 30, Rec and Park is independently contracted with Block by Block and Legion to provide services at the plaza. Block by Block is scheduled to operate five days per week, while Legion provides daily services. The Alliance expects to continue providing event-related services at the plaza, pending approval. The committee also discussed the status of the stage project and confirmed that it remains on schedule.

e. San Francisco Security Alliance

Daniela provided an overview of the SF Security Alliance, noting that it is a collaborative group of public and private security organizations that gather to coordinate citywide safety efforts. The Alliance focuses on planning for major events and sharing resources and best practices among members. Current discussion topics include security planning for the upcoming JPMorganChase conference and Super Bowl-related festivities. A key area of focus has been the use of security cameras, particularly the Real Time Investigation Center.

5. SFPD Updates, holiday staffing plans and recommendations on Holiday Retail Theft Prevention

a. Captain Del Gandio (Central Station)

Captain Del Gandio shared that SFPD officers will be working overtime during the holiday season to support public safety and ensure smooth operations. He also noted that the upcoming JPMorganChase conference, beginning January 12, is another focus for the department. In addition, SFPD will be hosting "Shop with a Cop," a community engagement event in which underprivileged children will have the opportunity to shop at the Toys R Us section of Macy's Union Square using gift cards.

b. Lt Hall (Central Station)

Lt. Dean Hall reported that SFPD's primary areas of focus continue to be burglary and theft. He noted a 28% decrease in burglary when comparing the first six months of this year to the same period last year. Theft has declined by 41% within the Central Station and by 22% citywide. SFPD anticipates increasing deployment during the holiday season, typically doubling staffing levels around Thanksgiving, Christmas, Hanukkah, and New Year's. Lt. Hall also shared that he has been working closely with retail and hotel security teams to address street conditions and encouraged committee members to continue reporting any issues as they arise.



Lt. Romina stated that SFPD recently conducted a successful blitz operation at Stonestown and plans to implement similar operations in Union Square and south of Market during the holiday season. The committee discussed the scope, process, and frequency of blitz operations.

c. Captain Matt Sullivan (Tenderloin)

In Captain Mark Sullivan's absence, Officer Victor Lew of the Tenderloin Station noted that the station anticipates an increase in staffing levels during the holiday season.

d. Real-Time Investigation Center Update

Sgt. Tony Suhrke introduced Sgt. Amir Mahoud as a new member of the Real Time Investigation Center (RTIC) team who will be supporting the program. He also reported that the RTIC office has relocated to a site closer to the Union Square district. A press conference is scheduled in the coming weeks to officially debut the center. Sgt. Suhrke reminded the committee that the RTIC operates 24/7 and has achieved significant successes through the use of its camera network and drone technology. The committee discussed recent success stories involving drones, retail trackers, and video access.

e. District Drone Program

Captain Stephen Jonas reported that a new facilities manager within the department has returned to SFPD, and the department is inching closer to a final contract, allowing the lease to be executed and the drones to be stationed on the building rooftop of the Union Square Building. Captain Stephen Jonas also shared that contracts with the two Drone as First Responder vendors have been finalized, with equipment expected to arrive within the next few weeks. Regarding staffing, Chief Yep has assigned a full complement of drone pilots to the RTIC. Additionally, Sgt. Brian Kelly has assumed responsibility for managing all construction aspects of the Drone as First Responder program citywide. Sgt. Kelly reviewed program logistics with the committee, including site coverage and crime reduction impacts.

6. BART Update

a. Commander Eric White

Commander Eric White provided a staffing update for BART, reporting that additional personnel will be deployed for the next several months beginning November 28. Increased presence will be concentrated at Powell Street and Embarcadero stations. He noted that he continues to advocate for increased staffing at the four main downtown San Francisco stations and that SFPD leadership is aware of the current conditions and needs.

Commander White also shared that new fare gates have now been installed across all 50 BART stations. He noted a decrease in calls for service, attributing the improvement to increased fare compliance. Commander White also shared that the implementation of new AI technology is expected to further support SFPD by identifying fare evasion, including piggybacking incidents. Discussion took place regarding calls for service, particularly the BART Watch app.

7. Hospitality Zone RFP 230 Update



Daniela reminded the committee that earlier in the year, the Alliance received a grant of approximately \$1.9 million to expand the deployment of safety ambassadors throughout the district. She also noted that an additional \$550,000 was allocated to support the introduction of welcome ambassadors and to extend the safety ambassador contract through the end of March. The Alliance is requesting DDC support through approval of the additional funding for safety ambassadors. Daniela added that deployment of both safety and welcome ambassadors will be increased during December and January.

a. September and October Reports.

Jaffar Mendieta recognized Mike Jones, Safety Team Lead, for performing CPR and saving four lives over the past 60 days. Jones was commended for his observant nature and prompt actions in critical situations. Jaffar also highlighted the quality of training provided to the Block by Block team, noting that it has contributed to 17 overdose reversals across the team. Despite a reduced number of ambassadors, he reported that over the past three months, the team has successfully moved transients 97% of the time, demonstrating strong relationships with individuals in the district.

b. Staffing, Schedule & Deployment.

Jaffar Mendieta reported that Block by Block currently has five safety ambassadors and is in the process of interviewing additional candidates, with new team members expected to begin on December 1.

8. September and October 2025 Operations Reports and updates

a. Miracle Matau, Operations Manager, Block by Block

With Miracle Matau absent, Jaffar Mendieta provided the update on her behalf. He reported that year-to-date, Block by Block has removed over 4,000 instances of graffiti within the district. Additionally, last month the team collected 36,000 pounds of trash, reflecting a surge in foot traffic during the Dreamforce event.

b. Jackson Alcantra, Security Manager, Legion Corporation

Jackson Alcantra provided an overview of activity for September and October. He reported that September operations were steady, with a high volume of service provided by Legion, while October was more event-driven, reflecting a significant increase in foot traffic associated with the Dreamforce conference. Legion recorded over 2,000 self-initiated activities in each month, indicating sustained officer engagement. During the quarter, the team documented more than 2,000 sit-and-lie violations, which remained their highest enforcement category. Jackson noted that Legion has conducted additional patrols in identified hotspots, including Shannon Alley and Hallidie Plaza, to deter criminal activity. He further reported that, over the past two months, Legion recorded zero assaults, zero thefts, and zero burglaries in their crime suppression efforts. Daniela concluded by noting that the Alliance has also been working closely with the Department of Emergency Services, contributing to the overall effectiveness of the services provided.

9. Contract updates, discussion, and action to approve for recommendation to Board of Directors:

a. Block by Block – review draft amendment and action

The draft amendment was not ready for review.



Action: No action was taken.

b. AVS – review draft amendment and action

The draft amendment was not ready for review.

Action: No action was taken.

c. Trash cans

Daniela reported that the Alliance's contract with Bigbelly is nearing expiration. As a result, the Alliance plans to initiate a pilot program, ordering trash receptacles from multiple vendors and placing them at various locations throughout the district. The program is expected to begin within approximately 60 days, once the new receptacles arrive. Following roughly 90 days of monitoring and management, the Alliance will collect data and feedback to make a recommendation to the Board of Directors in March.

10. Security Camera program updates – AVS

a. Recent/Current camera projects and LPRs updates and remaining grant funds

Dmitri Shimolin highlighted the combined impact of three key technologies, drones, license plate readers, and camera networks, as effective tools supporting SFPD and the RTIC. He encouraged committee members to engage with the Alliance for increased collaboration. Dmitri also noted the anticipated expansion and enhancement of the camera network, with upgrades prioritized in advance of major upcoming events, including the JPMorganChase conference, Super Bowl festivities, and the FIFA World Cup. Discussion took place regarding the grant that may cover the security camera costs.

b. Potential security camera additional grant funding

Ben reported that the Alliance has submitted a draft grant agreement for camera replacements and upgrades. He noted that the last grant for security cameras was awarded in 2014, and many cameras are now outdated and in need of replacement. Ben encouraged committee members to contact the Alliance if new camera installations are required.

11. Upcoming Events and Meetings

- a. Alliance Board of Directors Meeting – November 20, 2025, 9am (Location TBD)
- b. Next Services Committee – January 2026
- c. **SAVE the DATE** Holiday Fundraiser December 2, 2025
- d. Winter Walk – December 13-24, 2025
- e. The Bill Graham Menorah – December 14-21, 2025

12. Adjourned: 10:18 a.m.