



Executive Committee Meeting

December 16, 2025, at 12:00 p.m.
291 Geary Street, Suite 200, San Francisco, CA 94102

Minutes - Draft

In Attendance

The following members and committee chairs were in attendance: Mark Purdy (Grosvenor International), Don Thomas (The Donatello), Julie Taylor (Colliers International), Brian Fenwick (The Marker), Wes Tyler (Chancellor Hotel), and Stephen Brett (Brett & Co.), Jim Sangiacomo (Trinity Properties), Russell D. Keil, Jr. (The Keil Companies), Beau Simon (Womble Bond Dickinson) and Mark Sullivan (Community Member).

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)

Summary of Actions Taken by the Committee

- **Action:** The Committee unanimously approved the minutes of the October 23, 2025, meeting, as motioned by Don Thomas and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved Marisa Rodriguez as the Dress for Success 2026 Success Honoree, as motioned by Brian Fenwick and seconded by Don Thomas.
- **Action:** The Committee unanimously approved agreement with Rec & Park, as motioned by Stephen Brett and seconded by Julie Taylor.
- **Action:** The Committee unanimously approved the final Block by Block amendment for July – October 2025, as motioned by Don Thomas and seconded by Mark Sullivan.
- **Action:** The Committee unanimously approved holiday bonus for C&S team of \$50K, as motioned by Stephen Brett and seconded by Mark Purdy.
- **Action:** The Committee unanimously approved the GAP Winter Walk sponsorship agreement, as motioned by Jim Sangiacomo and seconded by Mark Sullivan.

Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 10-15)

1. Call to order and roll call.

Marisa Rodriguez called the meeting to order at 12:02 a.m. and took roll call.

2. Public comment.

Marisa called for public comment. JaLil Turner, the newly Director of Services, briefly introduced himself to the committee. He provided an overview of his professional background, highlighting his experience in service operations, including his tenure with the Tenderloin Community Benefit District. Marisa recognized Daniela Vasile for managing the services operations amidst the job hiring process for that position.

3. **Action to approve the minutes of the October 23, 2025, meeting.**

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

Action: The Committee unanimously approved the minutes of the October 23, 2025, meeting, as motioned by Don Thomas and seconded by Mark Sullivan.



4. Update on City reporting requirement (posting audits).

Ben informed the committee that Alliance will be posting the audits on their website before the end of the month. The city requires any non-profit organization with annual revenues over \$1 million to post specific information on its website. This includes displaying the organization's name and audit reports, making all audits publicly available, list of board members, and disclosing any policy changes before the end of the year.

5. Update on strategic planning project.

Marisa stated that the Alliance has interviewed candidates to lead their strategic plan. The candidates include Beacon Economics, Streetsense, Uncommon Bridges, and P.U.M.A. Beacon Economics and Streetsense have expressed interest in a co-management model as part of the economic development portion of the plan. Final proposals are due at the end of the week, as the team will decide on a firm(s) to move forward with by next month. It was noted that the strategic planning process is expected to commence following the January Board of Directors meeting and continue through July/August. During this period, the Alliance anticipates assembling a Board retreat.

6. Discussion and possible action regarding Dress for Success 2026 Success Honoree.

Marisa was pleased to announce that Dress for Success, a Union Square stakeholder, selected her to be a 2026 Success Honoree at their gala. Brian Fenwick seconded this, as he had high praise for the organization and their community-oriented mission.

Action: The Committee unanimously approved Marisa Rodriguez as the Dress for Success 2026 Success Honoree, as motioned by Brian Fenwick and seconded by Don Thomas.

7. Streetscapes project updates:

a. Powell

Marisa reported that the City does not support the removal of trees along the lower block of Powell Street. She added that the Foundation Board remains aligned in its long-term interest in pursuing their eventual removal. A letter from the community was submitted to the City regarding their decision to keep the trees but noted they would like to see the trees removed in the future. Discussion took place regarding the negative impacts of overgrown trees and the light they bring to the surrounding area. Marisa further reported that the estimated cost of the Powell Improvement Project has increased from \$15 million to a revised range of \$22 million to \$25 million. Discussion took place regarding PG&E's capabilities related to basement infrastructure and lighting installation.

b. Union Square Stage Project and update on permit

Ben reported that a revocable permit is in place to enter and use the property at Union Square Plaza. He noted that the Alliance has engaged in ongoing discussions with Rec & Park and has outlined terms governing event use of the Plaza, including provisions related to use of the sound equipment. Under the proposed agreement, the Alliance and the Foundation would assume responsibility for events utilizing the sound equipment. The Foundation Board, as the owner of the equipment, has approved the agreement, and the Alliance plans to seek approval from the Alliance Board.

Action: The Committee unanimously approved agreement with Rec & Park, as motioned by Stephen Brett and seconded by Julie Taylor.

8. Clean & Safe Services updates



- a. Discussion and **action** to approve final Block by Block amendment for July – October 2025 and update on amendment for November 2025 – March 2026 and billing payroll audit

Daniela reported that the final Block by Block amendment for July–October 2025 is ready for Board review and approval. She noted that prior delays were due to the City’s revisions and the addition of funding for the Welcome Ambassadors program. Regarding the amendment for November 2025 through March 2026, as well as the billing payroll audit, Daniela advised that delays have occurred, however, the Alliance anticipates receiving the amendment from Block by Block by the end of the week.

Action: The Committee unanimously approved the final Block by Block amendment for July – October 2025, as motioned by Don Thomas and seconded by Mark Sullivan.

- b. Discussion and **action** to approve holiday bonus for C&S team of \$50K (total).

Marisa acknowledged the Clean and Safety team for their continued dedication and tireless efforts in supporting the community. The Alliance would like to provide a holiday bonus in recognition of their ongoing contributions to maintaining a thriving neighborhood. Ben noted the bonuses are already budgeted for. The bonuses are based on tenure, performance, and position.

Action: The Committee unanimously approved holiday bonus for C&S team of \$50K, as motioned by Stephen Brett and seconded by Mark Purdy.

- c. Discussion and possible **action** to approve agreement with Rec & Park.

Item discussed in item 7b.

- d. Bigbelly and trash recycle updates, pilot plan, discussion regarding Powell options.

Daniela reported that the Alliance has ordered trash units from three different vendors as part of a pilot phase; SecureCan, MetroStor, and a newer version of a Bigbelly, which has now been placed at Sutter and Stockton. Updates to the committee will be given once the units have been installed and operational for several weeks and the Alliance will distribute a survey to gather feedback from community members regarding their effectiveness and maintenance. Ben noted that the Bigbellys along Powell Street will be relocated as the city would like to place the new citywide trash cans first along Powell.

- e. Security cameras and possible grant

Ben shared that the Alliance is currently in negotiations with the DDC regarding the proposed \$2 million grant to support security camera enhancements, specifically as it relates to the administrative fee. The agreement will be with the Foundation but managed by the Alliance. If awarded, the grant would enable the Alliance to replace aging cameras and install additional units. He noted that the upgraded system would include license plate readers (LPRs) and integration with the Real Time Investigation Center (RTIC).

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

- A. Holiday Fundraiser update

Marisa provided a recap of the Holiday Fundraiser event and expressed appreciation to Chotto Matte for hosting. She noted Chotto Matte’s generous support with the venue covering a significant portion of the associated costs and has expressed interest in hosting again next year. She reported that guest feedback was positive, and Mark Sullivan congratulated the Alliance on a successful event. Financially, the Foundation concluded the event under budget.



- B. RFP230 and possible **action** to approve grant amendment for \$550,000.
The grant amendment was no available to present at this time..

Action: No action was taken.

- C. RFP226 amendment

Ben updated the committee that the RFP226 amendment has been received and approved by the Foundation Board. The Alliance has started billings on the amendment.

- D. Holiday sponsorship updates

- a. United

Marisa stated that United Airlines granted the Alliance \$65K for the holiday season alone, as well as donating two first class tickets for the Holiday Fundraiser raffle.

- b. GAP; **action** to approve Winter Walk sponsorship agreement

Ben reported that GAP provided its sponsorship funds through the DDC. Beau Simon and his firm advised that the Alliance should establish a direct sponsorship agreement with GAP to ensure compliance with the City's permit requirements for hosting Winter Walk. Marisa expressed appreciation to Mark Purdy for sourcing power from his building during the electricity issues experienced at Winter Walk.

Action: The Committee unanimously approved the GAP Winter Walk sponsorship agreement, as motioned by Jim Sangiacomo and seconded by Mark Sullivan.

- E. SF Live grant amendment

Ben noted that the Alliance has yet to execute the SF Live grant amendment and anticipates finalization by March. In closing, a campaign video for Holidays in Union Square was presented.

The video featured Marisa Rodriguez alongside Golden State Warriors NBA Champion and television/social media personality Festus Ezeli touring Union Square and highlighting local businesses and seasonal activities, including the ice rink and CCTA programming.

The open meeting concluded and adjourned at 12:53 p.m.

CLOSED SESSION (See Closed Session Minutes for Items 10-15)

10. **Action** to approve closed session minutes from October 23, 2025.

11. Staffing updates, review org chart and **actions**:

- a. To approve hiring of new Director of Services, JaLil Turner.
b. To extend Eva Schouten employment through June 30, 2026.

12. Discussion and **action** to approve volunteer position for CEO with SFGH Foundation.

13. Discussion and review of staff compensation, salary survey data and year-end bonus and **action** to approve bonuses, staff changes and compensation revisions.



14. Upcoming Meetings

- a. Clean & Safe Holiday Appreciation Event – December 18th, 2 – 4pm, Golden Gate Tap Room
- b. Board of Directors Meeting – January 22, 2026 – Location TBD
- c. Next Executive Committee Meeting – February 26, 2025, at 9:00 am

15. Adjournment

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