



## Services and Public Safety Committee Meeting

Tuesday, January 20, 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), Lt. Dean Hall (SFPD), Lt. Izaguirre (SFPD), Lt. Scott Ryan (SFPD), Sgt. Daniel Kroos (SFPD), Sgt. Trabino (SFPD), Curtis Wong (SFPD), Officer Victor Lew (SFPD), Miracle Matau (Block by Block), Jackson Alcantra (Legion), Dominique Charles (DPW), Ebony Horace (Cushman Wakefield), David Murillo (Cushman Wakefield), Steven Gil (CBRE), Victor Molina (Chanel), Tammy Brock (Property Owner), and Tom.

**Staff:** Daniela Vasile (COO), Ben Horne (CFO), JaLil Turner (Director of Services), Melanie Medina (Executive Assistant), and E. Ryan Santamaria (Intern).

#### 1. Welcome & introductions

Don Thomas called the meeting to order at 9:00 a.m.

#### 2. Public Comment

Don called for a public comment. Wes Tyler inquired about the procedures for addressing individuals who trespass onto hotel properties and utilize their amenities. Lt. Dean Hall confirmed that he will follow up with Wes to discuss the matter in greater detail.

#### 3. **ACTION to Approve Committee Meeting Minutes**

Don directed the Committee to review the November 18, 2025, Services Committee meeting minutes sent out in advance. He encouraged the committee to consistently share with their staff members so that they may all be updated about the community.

**Action:** The Committee unanimously approved the November 18, 2025 Services Committee meeting minutes, as motioned by Wes Tyler and seconded by Stephen Suen.

#### 4. Committee Updates

##### a. Staffing update – Welcome JaLil Turner

Daniela introduced JaLil Turner as the new Director of Services for the Alliance. JaLil then provided an overview of his professional background, highlighting his extensive experience working within the services department in the Tenderloin District.

##### b. Services and Public Safety Committee 2026 meeting schedule

Daniela informed the committee that the Services Committee 2026 meeting schedule is on the Union Square website. Next committee meeting is scheduled for March 24, 2026.



c. District360 updates

Daniela reported that District360 Ambassador Route Tracking was released last week and, despite a few minor issues, is functioning well and proving effective for the Block by Block and Legion teams. Miracle Matau added that she has been working with Reni from Cube84, noting that a key benefit of the program is its ability to track ambassadors and their walking routes.

d. Union Square Park services update.

Daniela reported that full services at Union Square Plaza concluded on October 31, 2025. However, the Alliance will continue to provide event services in the plaza and is currently in discussions with SF Rec & Parks regarding support with trash container maintenance and the setup of tables and chairs, in exchange for storage, parking, and access to power for lighting and cameras. She also noted that the stage and sound equipment installation is expected to be finalized in March.

e. Vape Shop Issues

It was reported that a new vape shop, Future Flavors, recently opened and operates 24/7. The business was able to bypass certain permitting requirements by being categorized as a market selling snacks. Concerns were raised regarding increased loitering by unhoused individuals in the area, which has led to ongoing issues. Lt. Dean Hall stated that he will follow up with his staff to monitor the situation.

f. Ellis-O'Farrell Garage concerns

Maxine reported that she met with Robert Aicardi from SFMTA regarding the Ellis-O'Farrell Garage. She noted that individuals frequently gather on the ledges, particularly during Third Thursday events hosted by John's Grill. As a next step, the installation of a \$20,000 fence is being considered as a safety measure. Ben recommended that the Alliance follow up with Robert.

## 5. SFPD Updates

a. Lt Hall (Central Station)

Lt. Dean Hall reported that the ice skating rink was dismantled the previous evening. He also noted that during the recent JPMC conference, there was a strong security presence throughout the neighborhoods, and no major issues were reported. In preparation for Super Bowl week in early February, SFPD will implement maximum deployment beginning January 31, with a particular focus on high-tourism areas such as South of Market Street and the Moscone Center. Additionally, recent statistics indicate a decrease in crime rates, with burglary down 23%, larceny down 40%, and vehicle theft down 46%.

b. Captain Matt Sullivan (Tenderloin)

In Captain Matt Sullivan's absence, Officer Victor Lew of the Tenderloin Station reported that officers continue to patrol the streets, particularly during high-tourism periods such as conferences and major sporting events. He also noted a recent case within the district involving an individual playing amplified drums for extended periods, which has resulted in multiple noise complaints. Officer Lew asked the committee to consider potential alternatives for addressing this issue. Lt. Dean Hall recommended notifying the station when the issue recurs. Ben inquired



whether there have been stronger enforcement measures regarding amplified noise, to which Lt. Dean Hall confirmed that there have been.

c. Sgt. Daniel Kroos (Financial Crimes Unit)

Sgt. Daniel Kroos introduced the new Financial Crimes Unit and his team. The unit was established in response to a recent increase in credit card fraud, particularly involving high-value purchases. The team will place greater emphasis on reviewing surveillance footage and identifying potential witnesses.

d. Real-Time Investigation Center Update

Lt. Scott Ryan reported that his unit at the RTIC is preparing for the upcoming Super Bowl, which is expected to bring increased activity to the city in the next few days. The unit will be deploying additional security cameras, not only in Union Square but also in the surrounding areas. A discussion was held regarding funding for the enhanced security measures during the Super Bowl.

e. District Drone Program

Lt. Scott Ryan noted that following the conclusion of the Super Bowl, the unit will shift focus to finalizing arrangements for the placement of drones on the rooftop of the Alliance's building, with an agreement nearing completion.

Although not included on the agenda, Lt. Izaguirre expressed her interest in connecting with Marisa and Daniela regarding a symposium scheduled for November 5–6. She proposed hosting the event in Union Square, which will feature the latest tactics, strategies, and networking opportunities.

## 6. **Hospitality Zone RFP 230 Update**

Miracle Matau reported that cleaning and maintenance activities have increased over the past month. She noted that overnight staff have been conducting frequent patrols at the smoke shop and that the security camera system is being actively used to monitor graffiti and other instances of vandalism.

a. November and December Reports

Miracle Matau noted that November and December were busy holiday months, resulting in increased foot traffic throughout the district. She emphasized that the team's priorities during this period were maintaining high visibility, ensuring public safety, and keeping public spaces clean.

b. Staffing, Schedule & Deployment

Block by Block maintained consistent baseline coverage across the district in November. In December, ambassador coverage was increased, allowing for additional patrols during peak hours to support cleaning and maintenance efforts.

## 7. **November and December 2025 Operations Reports and updates**

a. Miracle Matau, Operations Manager, Block by Block



Miracle noted that graffiti abatement totaled approximately 600 incidents in December. Community engagement included around 120 business contacts in November, which nearly tripled to approximately 390 in December. The team has been actively collaborating with SFPD on more urgent and complex cases. A discussion was held regarding the surveillance system for repeat graffiti offenders. Over the two-month period, there was an increase in illegal dumping, attributed to tenants disposing of excess cardboard from holiday inventory on sidewalks. Miracle Matau has been working closely with Domenique Charles from DPW to address these issues.

b. Jackson Alcantra, Security Manager, Legion Corporation

Jackson Alcantra provided an overview of activity for November and December. During the holiday season, officers responded to nearly 1,500 dispatch calls and generated over 2,300 self-initiated calls. A notable hotspot for Legion activity during this period was Hallidie Plaza, where officers also assisted tourists with directory guidance and tips. In total, the team conducted over 1,200 hospitality encounters. Looking ahead to the new year, the Legion team will participate in a refresher course covering low-level use-of-force protocols and emphasizing the importance of restraint for security officers.

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

a. HEART Safety Ambassador Amendment and **action**

The Alliance is currently awaiting the final amendment, which includes funding of \$550,000 and an extension of the agreement through the end of the year.

**Action:** No action was taken, due to pending process.

b. Additional Pressure Washing Grant updates and **action**

Daniela shared that the new pressure washing grant will commence on February 1, as the current contract with Chris Larsen is set to expire in two weeks. She noted that the upcoming grant will provide an increased volume of pressure washing services.

**Action:** No action was taken.

c. Big Belly and pilot cans project updates

Daniela reported that during the pilot phase, one of the district's trash cans was set on fire. On a positive note, this incident provided valuable insights, as the trash can, made of plastic, melted, highlighting the need for more durable materials. The Alliance is now seeking metal trash cans. Other vendors participating in the pilot phase include Metro Storr and SecurCan, both offering lower costs than BigBelly. Over the next six months, the Alliance will determine whether to continue with the BigBelly program or transition to an alternative vendor.

**9. Security Camera program updates – AVS**

a. Recent/Current camera projects

Daniela shared that there are no final approvals or new updates yet. She reminded the committee that Dmitri has been working to secure a \$2 million grant for the replacement and expansion of security cameras.



- b. Potential grant for replacement and new installations of cameras from DDC and **action**  
The grant has already been approved by the DDC through the Foundation and is in its final stages prior to contract finalization. Curtis Wong from AVS is finalizing contracts this week, with a priority on the 12 hospitality zones in Union Square, and has also been making progress on storage solutions.

**Action:** No action was taken.

#### **10. Upcoming Events and Meetings**

- a. Alliance Board of Directors Meeting – January 22, 2025, 9am (Parc 55 – A Hilton Hotel)
- b. Next Services Committee – March 24, 2026
- c. **SAVE the DATE** Tulip Day March 21, 2026
- d. Chinese New Year Parade – March 7, 2026
- e. **SAVE THE DATE** – Spring Luncheon Fundraiser May 1, 2026

**11. Adjourned:** 10:34 a.m.