



UNION SQUARE ALLIANCE BOARD OF DIRECTORS' MEETING

AGENDA

March 26, 2026 – 9:00a.m.-11:30 a.m.

Clift Royal Sonesta San Francisco- 495 Geary Street
Applegarth Meeting Room (located in the lobby)

1. Call to order, roll call, introductions and welcome to Clift Royal Sonesta. (9:00)
2. Public comment (limited to three minutes per speaker). (9:05)
3. SFMTA Director of Transportation; Julie Kirschbaum (9:10)
4. CEO's report (9:40)
 - Staffing Updates
 - Union Square in Bloom.
 - DDC updates and grants to Foundation.
 - Executive Committee met on December 16, and discussed and approved:
 - Minutes of December 16, 2025, meeting
 - Security quote with IPS for \$43,705.00 for Tulip Day
 - Amendment for November 2025- March 2026 for Block by Block
 - New services grant related agreement with Applied Video Solutions
 - **CLOSED SESSION**
 - Closed session minutes from December 16, 2025.

Action to accept the CEO's report including ratifying the actions of the Executive Committee from December 16, 2025.

5. **Action** to approve January 22, 2026, meeting minutes (9:50)
6. Strategic Plan Update; Brian Scott, Uncommon Bridges (10:00)
 - Retreat – April 22, 2026 – Cavallo Point
 - Survey
7. To Receive the BID's Advisory Committee reports and to take action to approve several Committee recommendations:
 - a. Marketing & Events (Mark Sullivan) (10:20)
 - Union Square in Bloom
 - Tulip Day



- Discussion and **action** to approve Amazon Bloom sponsorship.
 - Fashion Show
 - Local Garden Program
 - Discussion and **action** to approve RFP for website design, development, and maintenance.
 - Annual Lunch.
- b. Public Affairs (Brian Fenwick) (10:35)
- Farmer's Market
 - Chamber of Commerce- Tax measures
 - Discussion and **action** to approve consulting contract with Kat Daniels.
- c. Services & Public Safety (Don Thomas) (10:50)
- January and February 2026 Operations Reports.
 - Contract updates and 24-25FY audit results.
 - Block by Block and **action** to approve contract for April 1, 2026, to March 31, 2027.
 - Legion and possible **action** to approve contract amendment.
 - DDC HEART Ambassador grant update and **action** to approve services.
 - Project Updates:
 - Security cameras and DDC grant
 - Bigbelly and pilot cans project update.
 - Pressure Washing Grant
- d. Streetscapes and Public Realm (Manuela King) (11:05)
- Project Updates:
 - Powell Street
 - **Action** to approve new contract with Field Operations for Alliance work February – September 2026.
 - Services matrix
 - Discussion and **action** to approve consulting contract with BR Demko
 - Union Square stage improvements.
 - Wayfinding Signs
 - Maiden Lane and legislation.
 - Lighting Project
- e. Finance & Audit (Jim Sangiacomo) (11:20)
- Discussion and review of insurance renewals with Haley Harper from Gallagher and **action** to approve.
 - **Action** to accept the Unaudited Financial Reports of February 2026.



8. Announcements & New Business

(11:35)

- Board of Directors Strategic Plan Retreat- April 22, 2026, at Cavallo Point
- Executive Committee- April 23, 2026, at 9:00am. – TBC
- Next Board Meeting- Annual Meeting, May 28, 2026, Location *TBD*.
- Annual Lunch – May 1, 2026 – Tickets and Sponsorships available now.
- Bloom Fashion Show- May 8, 2026, at Union Square Plaza