UNION SQUARE ALLIANCE
FIRST ANNUAL BOARD OF DIRECTORS' MEETING

Minutes

May 28, 2026 – 9:00-11:00 a.m.
Taj Campton Place
340 Stockton
Campton Room

Board Members in attendance (all in person): Mark Purdy (Grosvenor Properties), David Lewin (Grand Hyatt Union Square San Francisco), Don Thomas (Donatello), J. Timothy Falvey (Hanford-Freund), Jordan Buckley (Frame Ventures), Brian Fenwick (The Marker Hotel), Wes Tyler (The Chancellor Hotel), James Sangiacomo (Trinity Properties), Clif Clark (Westin St. Francis), Russell D. Keil, Jr. (Keil Companies), Maxine Papadakis (Resident), Peter Hart (Hilton Union Square San Francisco), Kevin Flanagan (Recology), Stephen Brett (Brett & Co.) and Manuela Anne King (RHAA).

Staff and contractors: Marisa Rodriguez (CEO), Benjamin Horne (CFO), Daniela Vasile (COO), JaLil Turner (Director of Services), Brooke Ray Demko (Economic Development & Policy Consultant), Zarrina Yousufzai (Finance & HR Supervisor), Melanie Medina (Executive Assistant), Liza Bernard (Events Associate), Marlenne Mendoza (Project Coordinator), Hollie Chiao (Marketing & Communications Associate), Beau Simon (Womble Bond Dickinson), Miracle Matau (Block by Block), and Jackson Alcantra (Legion).

Guests: Pulkesin Mohan (Taj Campton Place), George G. Saxton *(Jordan Associates International), Patricia Cardenas (property owner), Jonathan Davis (Macy's) Jackie Hazelwood (OEWD), Tammy Brock (Property Owner), Captain Chris Del Gandio (SFPD), Lt. Will Elieff (SFPD), Julia Waller (SF Travel), Ike Kwon (SF Travel), Mark Hennon (Biederman Redevelopment Venture), Calvin Tobin (student), and Jeremey Blatteis (Blatteis Realty).

<u>Summary of Actions Taken by the Board of Directors</u>

- **<u>Action:</u>** The Board unanimously approved to accept the CEO's report including ratifying the actions of the Executive committee from April 22, 2026, as motioned by Jim Sangiacomo and seconded by David Lewin.
- **<u>Action</u>:** The Board unanimously approved the March 26, 2026, and May 7, 2026, meeting minutes, as motioned by Don Thomas and seconded by Brian Fenwick.
- **<u>Action</u>**: The Board unanimously approved Jonathan Davis's board application as motioned by Tim Falvey and seconded by Brian Fenwick.
- **<u>Action:</u>** The Board unanimously approved establishing a nominating committee as motioned by Don Thomas and seconded by Clif Clark.
- **<u>Action</u>**: The Board unanimously approved the unaudited financial reports are motioned by Tim Falvey and seconded by Jordan Buckley.

- **Action**: The Board unanimously approved to increase the assessment rate by 3% as motioned by Stephen Brett and seconded by Jordan Buckley.
- **Action**: The Board unanimously approved the audit engagement letter with Perotti and Carrade for 25-26FY as motioned by Jim Sangiacomo and seconded by Brain Fenwick
- **Action**: The Board unanimously approved the contract with Geocentric as motioned by Brian Fenwick and seconded by Don Thomas.
- **Action**: The Board unanimously approved the letter of support for AB 1556 as motioned by Brain Fenwick and seconded by Russ Keil Jr.
- **Action**: The Board unanimously approved a GoFundMe for Wayne Alexis as motioned by Russ Keil Jr. And seconded by Stephen Brett.

1. Call to order, roll call, introductions, and welcome to Taj Campton Place
   Marisa Rodriguez welcomed everyone to Taj Campton Place. Mark Purdy called the meeting to order at 9:11 a.m. and took roll call.

2. Public comment
   Marisa called for public comment and then invited Pulkesin Mohan, General Manager of the Taj Campton Place, to address the Committee. Pulkesin shared a brief overview of the hotel's unique dining experience and invited members to visit the restaurant.
   Captain Del Gandio thanked everyone for their continued commitment to and support of Union Square. He then introduced Lt. Will Elieff as the new dedicated Lieutenant for Union Square, following Dean Hall's promotion to Captain. Lt. Elieff expressed his gratitude for the welcome and said he looks forward to serving and working with the Union Square community.

3. CEO's report
   - Staffing Update
     Marisa reminded the Board that Brooke Ray (BR) has officially joined the team, following her introduction at the previous Board meeting alongside Kat. She noted that BR will oversee capital projects, including the Powell Street Redesign, while Kat will focus on economic development and help define the Alliance's role in advancing those efforts.

   - USF Annual Luncheon
     Marisa thanked everyone who supported the Union Square Foundation's Annual Luncheon, held on May 1 at the Westin St. Francis. She noted that this year's theme highlighted the excitement surrounding the major sporting events coming to San Francisco. Marisa then welcomed Ike Kwon of SF Travel to provide an overview of upcoming FIFA World Cup activities and preparations.

   - International Downtown Association Annual Conference- September 1-3, 2026
     Marisa informed the Board that the 2026 International Downtown Association (IDA) Conference will be held in Toronto from September 1–3, 2026. She noted that the annual conference brings together Business Improvement Districts (BIDs) and Community Benefit Districts (CBDs) from across the country to share best practices and learn from one another. Marisa encouraged Board members to consider attending and to notify Melanie Medina if they are interested.

   - Union Square in Bloom

Marisa reported that Union Square in Bloom is ongoing and recognized the hotels and property owners participating in this year's program. She also noted that, as part of Union Square in Bloom, the Alliance continues to partner with local businesses each month through the Local Garden Program.

- DDC Updates
  Marisa reported that she provided public comment before the City's Budget and Finance Committee in support of allocating Downtown Development Corporation (DDC) funds to the Department of Public Works (DPW) for the Powell Street project. She also thanked the Powell property owners for their ongoing support of the project.

- Executive Committee met on April 22, and discussed and approved:
  - Minutes of February 26, 2026, meeting
  - Clean & Safe RFP

  CLOSED SESSION
  - Closed session minutes from February 26, 2026.
  - Hiring of new intern.

Action to accept the CEO's report including ratifying the actions of the Executive committee from April 22, 2026.

Action: The Board unanimously approved to accept the CEO's report including ratifying the actions of the Executive committee from April 22, 2026, as motioned by Jim Sangiacomo and seconded by David Lewin.

4. **Action** to approve the March 26, 2026, and May 7, 2026, meeting minutes.
   The Board reviewed the previous meeting minutes which were sent out ahead of the meeting.

   Action: The Board unanimously approved the March 26, 2026, and May 7, 2026, meeting minutes, as motioned by Don Thomas and seconded by Brian Fenwick.

5. Board member and officer discussion and **action** to approve new Board Member.
   Marisa informed the Board that board member Opio Dupree, Vice President of Government Affairs for Macy's, has shifted his responsibilities to focus primarily in Sacramento rather than San Francisco. As a result, she recommended appointing Jonathan Davis, General Manager of the Union Square Macy's, to serve as Macy's representative on the Alliance Board. The Board reviewed Jonathan's application, and he recused himself from the meeting during the discussion of his appointment. Tammy Brock inquired about how board members are chosen for the Alliance.

   Action: The Board unanimously approved Jonathan Davis's board application as motioned by Tim Falvey and seconded by Brian Fenwick.

6. Governance and nominating committee discussion
   Ben Horne reported that a Nominating Committee is being developed to strengthen the Alliance's governance. He noted that the committee will review and recommend Board candidates, with the Board making final approvals. Ben shared that there are currently three Board vacancies, encouraged members

to volunteer for the committee, emphasized engaging new property owners in the district, and announced that Wes Tyler will serve as Committee Chair. Dom Thomas made the motion to officially establish the nominating committee.

Action: The Board unanimously approved establishing a nominating committee as motioned by Don Thomas and seconded by Clif Clark.

7. Strategic Plan Update; Brian Scott, Uncommon Bridges
Ben provided an update on the strategic planning process and shared a draft of the proposed goals from Uncommon Bridges. He noted that a draft of the plan will be presented at the July Board meeting, with the final version scheduled for Board approval in September. Current priorities include sustaining clean and safe services, expanding marketing efforts, and enhancing events. Jim Sangiacomo suggested exploring additional funding sources that are less reliant on corporate sponsorships or City funding.

8. To Receive the BID's Advisory Committee reports and to take action to approve several Committee recommendations:

   a. Finance & Audit (Jim Sangiacomo)
      - **Action** to accept the Unaudited Financial Reports of April 2026
        Zarrina presented the unaudited financial reports as of April 2026. The Alliance reported a year-to-date operating surplus of $1.654 million and remains ahead of budget by $796,000, driven by higher assessment and sponsorship revenues and lower-than-budgeted operating expenses. She noted that several grant-related items remain outstanding and are expected to be reconciled by fiscal year-end. Net assets totaled $4.2 million; cash balance was $4.85 million, and accounts receivable stood at $1.4 million.

        Action: The Board unanimously approved the unaudited financial reports are motioned by Tim Falvey and seconded by Jordan Buckley.

      - Review and discussion of draft budget for the 26-27FY and **action** to approve assessment rate for 26-27FY.
        Ben reported that the Finance Committee recommended a 3% assessment increase for the Board's consideration, noting that it is consistent with the previous two years' increases. Board members discussed the assessment methodology, including questions about charges for corner properties and whether basement space is included in the assessment calculation. The Board also compared assessment rates and service levels with other San Francisco BIDs/CBDs, noting that the Alliance's services are widely regarded as being of high quality. It was emphasized that the proposed 3% increase is intended to maintain current service levels while addressing rising operating and labor costs. It was also suggested to review the assessment methodology.

        Action: The Board unanimously approved to increase the assessment rate by 3% as motioned by Stephen Brett and seconded by Jordan Buckley.

      - **Action** to approve audit engagement for the 25-26FY with Perotti & Carrade.

Zarrina informed the board that the Alliance has engaged Perotti & Carrade for the 25-26FY audit. The engagement letter was presented to the board. There are no significant changes to the accounting standards the organization must follow, the required tax reporting, or the audit process. She noted that the audit is expected to be consistent with the previous year's audit. The only notable change is the audit fee, which reflects an approximately 5% increase over last year due to annual cost increases.

Action: The Board unanimously approved the audit engagement letter with Perotti and Carrade for 25-26FY as motioned by Jim Sangiacomo and seconded by Brain Fenwick.

b. Marketing & Events (Mark Sullivan)

- Union Square in Bloom
  Hollie Chiao provided an overview of social media metrics for the months of March and April. There was a total of 1.5M impressions, 3.8K engagement, audience growth of 974, and 118K video views.
  - Fashion Show
    Hollie recapped the Bloom Fashion Show which was held on May 8 at Union Square Plaza. She shared that the event, presented in partnership with the Love, Halston Foundation and the Academy of Art University, featured floral-inspired couture designs created by Academy of Art students under the mentorship of Foundation members. One student was recognized as this year's "Bloom Dress" designer. The event garnered about 3,500 people to Union Square Plaza.
  - Local Garden Program
    Hollie reported that, as part of Union Square in Bloom, the Alliance launched the Local Garden Program to highlight local businesses through monthly themed promotions. May featured Beauty and Wellness, with participating businesses including Salon 9, DITA Eyewear, and Painted Leopard at The RealReal. June will highlight bars and restaurants. Businesses interested in participating were encouraged to contact Marlenne Mendoza.

- Discussion and **action** to approve website vendor.
  Daniela Vasile and Hollie informed the board that an RFP had been launched for a new website vendor. Over 70 proposals were received and the top five were narrowed down based on their experience with BIDs/tourism/destination websites, design ability, level of involvement from the Alliance team, CEO/AI capabilities, and location with a preference of a U.S. based agency. Of the top five, it was decided to move forward with Geocentric, who had the most experience with BIDs, best design. Discussion took place regarding what the Board would like to see with the new website design, which included a full calendar of events and an updated data dashboard.

  Action: The Board unanimously approved the contract with Geocentric as motioned by Brian Fenwick and seconded by Don Thomas.

c. Public Affairs (Brian Fenwick)

- AB 1556 and possible action

Marisa presented a letter of support to the Board in support of AB 1556. This legislation is authored by Assemblymember Matt Haney and co-sponsored by Mayor Daniel Lurie and the Bay Area Council. Marisa explained that the bill would expand access to drug-free recovery housing by increasing operational flexibility and enabling jurisdictions, including San Francisco, to access state funding for recovery housing projects. The Board discussed the letter and requested additional clarification regarding the process for transitioning individuals who relapse to alternative housing options.

Action: The Board unanimously approved the letter of support for AB 1556 as motioned by Brain Fenwick and seconded by Russ Keil Jr.

- Liquor License Update
  Marisa shared that Ben VanHouten spoke to the committee on the proposed Hospitality Zone liquor license program, which is intended to support downtown nightlife by offering discounted liquor licenses to eligible hospitality businesses. Marisa did provide public comment in support of the legislation and that, if approved, 15 licenses would be made available through a lottery beginning in September 2026. Ben reviewed the application process and clarified that the licenses are nontransferable and must be obtained by the business operator.

- Kat Daniel- Downtown Investor Alignment
  Marisa provided an update on Kat's work, noting her continued involvement with the Economic Core Collaborative, a coalition of downtown organizations working to advance San Francisco's recovery. She shared that Kat is focused on implementing the Collaborative's recommendations, coordinating with partner organizations, and helping define the future role of the Downtown Development Corporation (DDC) in supporting downtown revitalization efforts.

  At this point in the meeting, Mark Hennon updated the committee on the Union Square Park programming for the summer. He thanked the Alliance for continuously sharing the programs on social media and the website

d. Services & Public Safety (Don Thomas)

- March and April 2026 Operations Report
  Miracle and Jackson shared the highlights from the March and April Operations Report, including the power washing of 348 block fronts, the remediation of 670 hot spots, and the removal of graffiti at 28 locations. The report also noted continued efforts to increase positive public engagement and enhance the visitor experience.

  Marisa informed the Board that longtime Ambassador Wayne Alexis will be on medical leave after sustaining a workplace injury and is expected to be out for a few months. She proposed establishing a GoFundMe campaign to support Wayne during his recovery, with the Alliance making the initial contribution before sharing the fundraiser with the broader community.

  Action: The Board unanimously approved a GoFundMe for Wayne Alexis as motioned by Russ Keil Jr. And seconded by Stephen Brett.

- <u>DDC HEART Ambassador grant update</u>
  Daniela informed the Board that the Alliance received a grant for $1.8M from the DDC to continue the extension of safety ambassadors in the district. The agreement amendment is still under negotiation.

- <u>Project Updates</u>
  - <u>Security cameras and DDC grant</u>
    The security camera grant from the DDC is to replace aging cameras and install new units throughout the district. To date, the Alliance has completed 18 site assessments, received 16 recommendations and quotes, completed 8 camera installations and upgrades, and has 3 additional installations and 2 site visits scheduled.
    An updated was given on the drone for Union Square. It is expected to be installed this summer.

  - <u>Bigbelly and pilot cans project update.</u>
    Staff provided an update on the public trash can pilot program, noting that five pilot cans have been installed at various locations throughout the district. Survey results indicated strong support for maintaining Alliance-owned trash cans, with businesses valuing convenient access near their locations. Staff shared that the Alliance is leaning toward the SecurrCan model over MetroSTOR due to its durability and ease of use. Each can costs approximately $3,000 and can be installed and maintained by the Alliance without the need for a third-party vendor.

  - <u>Pressure Washing Grant</u>
    Daniela reported that additional pressure washing continues along Market Street on a nightly basis focusing on portions of Powell Street and at bus stops throughout the district.

- <u>Services RFP Update</u>
  Before the update, Marisa Rodriguez recused herself due to a potential conflict of interest. Daniela then informed the Board that responses to the services RFP are due June 8. She noted that the goal is to identify the top three finalists for a final round of interviews with the selection committee and put forth a recommendation to the Board at a special meeting tentatively scheduled for June 23.

e. <u>Streetscapes and Public Realm (Manuela King)</u>

- <u>Project Updates</u>
  Manuela provided an overview of the Alliance's current capital improvement priorities, including the Powell Street Redesign Project, Union Square Stage Improvements, the Historic Lighting Initiative (currently unfunded and being explored with Ben Davis), the Hallidie Plaza project led by the Department of Public Works, and the Convention Corridor improvements connecting Moscone Center to Union Square via Stockton Street.
  - <u>Powell Street</u>
    Brooke Ray Demko (BR) reported that the Powell Street Redesign project continues to move forward, including a recent $14.5 million funding allocation. The construction

document phase is underway, with Clark Construction leading the effort, and groundbreaking remains on track for November 2026.

BR shared that the Alliance is coordinating with project partners and Powell Street property owners to minimize impacts during construction. The Alliance will also own and install the catenary lighting system and is finalizing lighting agreements with adjacent property owners. Upcoming work includes engineering tests, waterproofing coordination, and finalizing maintenance responsibilities for the lighting system. The Board also reviewed the project's funding, noting the current $45 million budget, including $26 million from the City and $19 million raised by the Downtown Development Corporation (DDC).

- Discussion regarding Union Square Park services agreement and possible **action** to approve
  Daniela reminded the Board that the Alliance previously withdrew from providing services at the park. She shared that negotiations are underway regarding a potential agreement in which the Alliance would provide services in exchange for parking and storage space in the garage. No action was taken at this time.

  Mark Hennon also informed the Committee that the Alma statue is currently undergoing restoration by the Arts Commission.

- Union Square Stage Improvements
  Eva Schouten is developing protocols and best practices for usage and management of the speaker system.

- Public Art
  Marlenne shared that 1AM, a local organization, is exploring opportunities to install three new murals within the district. She encouraged Board members to reach out if they know of a suitable wall or are interested in having a mural installed on their property.

f. Announcements & New Business
- Executive Committee – June 25, 2026, at 9:00am – TBC
- Special Board Meeting (service provider contract)- TBC – June?
- Next Board Meeting – July 23, 2026, Location TBD
- Bloomies- August 27, 2026- Location TBD

Adjourned: 11:34 a.m.