



**UNION SQUARE ALLIANCE
SPECIAL BOARD OF DIRECTORS' MEETING**

Minutes

June 25, 2026 – 1:00-2:30 p.m.

John's Grill

63 Ellis Street, 3rd Floor

Board Members in attendance (all in person): Mark Purdy (Grosvenor Properties), David Lewin (Grand Hyatt Union Square San Francisco), Don Thomas (Donatello), Jordan Buckley (Frame Ventures), Brian Fenwick (The Marker Hotel), Russell D. Keil, Jr. (Keil Companies), Peter Hart (Hilton Union Square San Francisco), Shirley Howard-Johnson (Global Arts x Entertainment a AI consultant), Julie Taylor (Colliers International), Mark Sullivan (Marketing Chair), Evan Kaizer (Sieroty Company Inc.), and Manuela Anne King (RHAA).

Staff and contractors: Marisa Rodriguez (CEO), Benjamin Horne (CFO), Daniela Vasile (COO), JaLil Turner (Director of Services), Zarrina Yousufzai (Finance & HR Supervisor), Melanie Medina (Executive Assistant), Liza Bernard (Events Associate), Beau Simon (Womble Bond Dickinson) Calvin Tobin (Intern).

Guests: Andrew Jones (District Works) and Chris Boss (District Works).

Summary of Actions Taken by the Board of Directors

- **Action:** The Board unanimously approved contracting with District Works as motioned by Julie Taylor and seconded by Mark Sullivan.
1. Call to order, roll call, introductions, and welcome to John's Grill
Mark Purdy called the meeting to order at 12:05 p.m. and took roll call.
 2. Public Comment (limited to three minutes per speaker)
Mark Purday called for public comment. Hearing none, he moved on to the next agenda item.
 3. Discussion regarding Services RFP selection, introduction of new service provider and **action** to approve contracting with new service provider.
Daniela Vasile informed the Board that a services RFP was issued in late May as a result of the current services vendor contract termination. The Alliance conducted a walking tour of the district with interested vendors, eventually narrowing the pool to three finalists. On June 23rd, a selection committee convened, during which the top three vendors, District Works, Legion, and Allied Universal, presented their proposals. Following these presentations, the committee agreed to recommend District Works as the final choice to the full Board for approval, which is the purpose of today's meeting.



Andrew Jones, CEO of District Works, and Chris Boss, General Manager, were present and introduced themselves to the Board. They discussed their staff structure and outlined their approach to transitioning from the current vendor. They emphasized the importance of work culture and employee relations as a key value to their organization.

Board members raised questions about Block by Block staff interested in remaining with Union Square and the process by which District Works would consider hiring these ambassadors. District Works expressed strong willingness to support and retain current ambassadors who wish to join their team. Discussion also covered team morale, communication, and setting clear expectations. District Works noted their experience managing similar transitions, including their recent takeover of services for the Oakland BID.

Mark Purdy inquired about how District Works' employee structure compares with industry peers. Andrew acknowledged that while District Works is a relatively newer company, their retention statistics are strong. He also noted the industry's generally high turnover rate, underscoring their focus on fostering a positive work culture to minimize turnover. When asked about event support capabilities, District Works shared their experience extends beyond cleaning services. They collaborate with Sound Light for event production and expressed confidence in supporting key Alliance events, such as Tulip Day and Winter Walk. Regarding the location of the operations center, Daniela advised the Board that the Alliance is actively working with brokers to explore potential office spaces. The discussion also addressed equipment usage, with District Works indicating a combination of existing assets and new equipment would be used, pending finalization in the master contract.

Marisa Rodriguez disclosed that she recused herself from the RFP process due to a potential conflict of interest but expressed full confidence in the selection committee's decision. She then asked District Works how they envision the Alliance's and CEO's role in engaging with the ambassadors. Andrew responded positively, appreciating the desire for close partnership, and assured the Board that District Works would collaborate closely with the Alliance to support ambassador morale and demonstrate organizational backing.

At this point, Andrew Jones and Chris Boss left the room while the Board deliberated and proceeded to take action on contracting with District Works as the new service provider.

Action: The Board unanimously approved contracting with District Works as motioned by Julie Taylor and seconded by Mark Sullivan.

4. Announcements & New Business

- Next Board Meeting – July 23, 2026, Location TBD
- Bloomies- August 27, 2026- Location TBD

Adjourned