UNION SQUARE ALLIANCE

Executive Committee Meeting

April 22, 2026, at 9:00 a.m.
The Lodge at Cavallo Point
601 Murray Cir, Sausalito, CA 94965

Minutes

In Attendance

The following members and committee chairs were in attendance: Mark Purdy (Grosvenor Americas), Julie Taylor (Colliers International), Brian Fenwick (The Marker), Manuela Anne King (RHAA), Wes Tyler (Chancellor Hotel), Stephen Brett (Brett & Co.), Mark Sullivan (Marketing Committee Chair), Russell D. Keil, Jr. (The Keil Companies), Jim Sangiacomo (Trinity Properties), and Beau Simon (Womble Bond Dickinson).

The following staff were also in attendance: Marisa Rodriguez (CEO), Benjamin Horne (CFO), Daniela Vasile (COO), and Melanie Medina (Executive Assistant).

The following guests were also in attendance: Brian Scott (Uncommon Bridges)

Summary of Actions Taken by the Committee

- **Action:** The Committee unanimously approved the minutes of the February 26, 2026, meeting, as motioned by Mark Purdy and seconded by Julie Taylor.
- **Action**: The committee unanimously approved the clean and safe RFP as motioned by Mark Sullivan and seconded by Julie Taylor.

Meeting Notes by Agenda Topic (see CLOSED Session Minutes for Items 9-12)

1. **Call to order and roll call.**
   Marisa Rodriguez called the meeting to order at 9:01 a.m. and took roll call.

2. **Public comment.**

CLOSED SESSION

3. **Action** to approve closed session minutes from February 26,2026.
4. Update on lawsuit
5. HR Assessment
6. Staffing updates and **action** to approve hiring new intern.

OPEN SESSION

7. **Action to approve the minutes of the February 26, 2026, meeting.**
   Marisa directed the Committee to review the minutes distributed prior to the meeting.

   Action: The Committee unanimously approved the minutes of the February 26, 2026, meeting, as motioned by Mark Purdy and seconded by Julie Taylor.

8. **Clean & Safe Services updates**

a. <u>Block by Block</u>
Ben noted that a special Board meeting will be held prior to the May Annual Meeting to provide in depth details and updates regarding the Block by Block contract.

b. <u>Clean and Safe RFP Review and **action** to approve</u>
Daniela shared and presented a draft of the Clean and Safe RFP that will be distributed to prospective vendors. A more detailed review of the RFP will be provided at the special Board meeting in May.

<u>Action</u>: The committee unanimously approved the clean and safe RFP as motioned by Mark Sullivan and seconded by Julie Taylor.

c. <u>Security camera upgrades and Applied Video Solutions</u>
Ben informed the committee that the $2 million grant from the DDC for security camera enhancements and new installations continue to move forward. The funding will support the installation of additional cameras throughout the district, as well as infrastructure upgrades to existing cameras. Mark Purdy recognized the significant progress made in expanding the camera network over the years and emphasized the importance of positively communicating and promoting this accomplishment.

d. <u>Legion</u>
Daniela informed the committee that staffing levels for Legion security remain the same.

e. <u>Union Square Plaza Services</u>
Negotiations between the Recreation and Park Department and the Alliance regarding services at Union Square Plaza are ongoing. The latest discussions include that the Alliance would provide services such as trash collection and radio access to Member Services in exchange for complimentary storage space within the park. The proposed arrangement, however, would not include responsibility for setting out or securing the tables and chairs.

9. Update on strategic planning project.

a. <u>Interviews, focus groups, and survey</u>
No given updates were given at this time for agenda item 9a.

b. <u>Retreat Preview</u>
No updates were given at this time for agenda item 9b.

10. **Streetscapes project updates:**

a. <u>Powell project</u>
Marisa informed the Committee that the Powell Street project continues to advance, with fundraising efforts being led by the DDC. She noted the continued strong support for the project from Ned Segal and the Mayor's Office. Marisa also acknowledged requests from outside stakeholders for an economic impact analysis of Powell Street, clarifying that the Alliance would not be responsible for producing such a report.

Marisa provided an update on the fundraising process and recognized the support and collaboration of the Powell Street property owners, as well as the collective efforts underway to close the remaining funding gap for the project. She concluded by thanking Brooke Ray Demko for her dedication and contributions to the Powell Street project during her tenure with the Alliance.

b. Union Square Stage Project
There have been delays to the Union Square Stage project due to equipment shipping issues, as well as weather-related impacts. Marisa emphasized that the project is intended to enhance the public realm for the benefit of the broader community. She reminded the Committee that the project is funded through C3R funds, which were routed through OEWD and structured as a grant to the Alliance. In light of the delays, contingency funds are being utilized, and the project is currently projected to be completed by the end of April 2026.

Ben reported on a recent discussion between the Alliance and the City regarding the use of contingency funds to cover administrative expenses associated with staff time dedicated to the project. The Alliance provided payroll allocations, the project budget, and a memorandum explaining nonprofit budgeting practices. A broader discussion followed regarding nonprofit accounting and the treatment of administrative costs.

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

A. Annual Lunch – May 1, 2026
Marisa thanked and acknowledged the sponsors for the Union Square Foundation Annual Luncheon.

B. RFP226 amendment
Ben informed the committee that RFP 226 is coming to an end. RFP 226 funded several public realm activations at Maiden Lane and the Cable Car Turnaround.

C. RFP230

D. SF Live grant amendment
Updates were given during agenda item 10b.

E. JPMC Bloom Sponsorship

F. DDC grants

No updates were given at this time for agenda item 11f.

- Pressure washing $374K
- Security cameras $2mil
- Safety ambassadors possible grant

12. Upcoming Meetings

a. Union Square Foundation Annual Luncheon- Friday, May 1st, 2026, at the Westin St. Francis.
b. Union Square in Bloom Fashion Show- May 8, 2026- USP from 1pm-4pm
c. Board of Directors Meeting- May 28, 2026- Location TBD
d. Next Executive Committee Meeting – June 25, 2026, at 9:00am

13. **Adjournment**: 10:10am