



**Union Square Alliance  
Board of Directors' Meeting**

July 23, 2026 – 9:00--11:30 a.m.  
Hotel Nikko San Francisco  
222 Mason Street, San Francisco, CA 94102

**Minutes**

**In attendance**

Board Members: Brian Fenwick (The Marker Hotel), Don Thomas (Club Donatello), Evan J. Kaizer (Sieroty Company, Inc.), James Sangiacomo (Trinity Properties), Jonathan Davis (Macy's), Jordan Buckley (Paramount Hotels, Inc.), Julie Taylor (Collier's International), Kevin Flanagan (Recology), Lauren Ellis (CK Contemporary), Maxine Papadakis (Resident), Peter Hart (Hilton), Shirley Howard-Johnson (Entertainment & Arts Consultant), Stephen Brett (Brett & Co), Jim Sangiacomo (Trinity Properties), and Wes Tyler (Chancellor Hotel)

**Staff and Contractors:** Marisa Rodriguez (CEO), Benjamin Horne (CFO), Daniela Vasile (COO), JaLil Turner (Director of Services), Kat Daniel (Consultant), Zarrina Yousufzai (Finance & HR Associate), Melanie Medina (Executive Assistant), Liza Bernard (Events Coordinator), Marlenne Mendoza (Project Coordinator), Hollie Chiao (Marketing & Communications Associate), Isabelle Ho (Intern), Cal Tobin (Intern), Beau Simon (Womble Bond Dickinson), and Miracle Matau (Block by Block)

**Guests:** Brian Scott, Ishmael Nunez (Uncommon Bridges), Andrew Jones (District Works), Chris Boss (District Works), Tanicia Jaskson (District Works), Julia Rome (Gap), Johnathan Ngo (Hotel Nikko), Tammy Brock (Property Owner), Selina Sun (OEWD), and Jackie Hazelwood (OEWD)

**Summary of Actions Taken by the Board of Directors**

- **Action:** The Board unanimously approved to accept the CEO's report including ratifying the actions of the Executive committee from June 25, 2026, as motioned by Brian Fenwick and seconded by Shirley Howard-Johnson.
- **Action:** The Board unanimously approved the May 28, 2026, and June 25, 2026, meeting minutes, as motioned by Peter Hart and seconded by Julie Taylor.
- **Action:** The Board unanimously approved the draft amendment for the services agreement with the Union Square Foundation July – December 2026, as motioned by Julie Taylor and seconded by Evan J. Kaizer.
- **Action:** The Board unanimously approved Julia Rome and Douglas MacMahon's board applications as motioned by Brian Fenwick and seconded by Shirley Howard Johnson.
- **Action:** The Board unanimously approved the unaudited financial reports of June 2026 as motioned by Jim Sangiacomo and seconded by Brian Fenwick.
- **Action:** The Board unanimously approved the budget for the 26-27FY as motioned by Evan J. Kaizer and seconded by Shirely Howard-Johnson.



- **Action:** The Board unanimously approved Kevin Bartram's contract extension as motioned by Jim Sangiacomo and seconded by Brian Fenwick.
- **Action:** The Board unanimously approved the District Works mobilization contract as motioned by Wes Tyler and seconded by Brian Fenwick.

1. Call to Order, Roll Call, and Introductions

Observing a quorum present, Don Thomas called the meeting to order at 9:01 a.m. Introductions were made.

2. Public Comment (Limited to three minutes per speaker)

Marisa Rodriguez called for public comment. Don shared that his wife has recently overcome cancer, and he thanked everyone at Union Square for the support they have given.

3. CEO's Report

- Staffing Updates

Marisa introduced Cal Tobin and Isabelle Ho, as the two new interns with the Alliance. Cal will be with the Alliance throughout the summer while Isabelle is on a 6-month contract.

- Union Square in Bloom

Marisa recapped Union Square in Bloom, highlighting Hollie and Marlenne's work on the Local Garden activations. The program will conclude with the Bloomies awards ceremony on August 27 at the Marker Hotel.

- Best of the Bay

Marisa thanked everyone for coming to Best of the Bay, the annual event hosted by SF Magazine showcasing the best offerings in the Bay Area. She expressed gratitude to SF Magazine for selecting the Union Square Foundation as the nonprofit beneficiary and highlighted that the event helped them raise approximately \$20,000 for the Foundation.

- Special Board Meeting

Ben provided a recap of the Special Board Meeting that took place in late June, where they discussed the final candidate for the services RFP. It was unanimously decided that District Works will be the new service provider. The Board heard more from District Works later in the meeting.

- Executive Committee met on June 25, and discussed and approved:

- Minutes of April 22, 2026, meeting
- Chair for nominating committee (Wes Tyler)
- **CLOSED SESSION**
- Closed session minutes from April 22, 2026
- New position
- Staff payout of accrued vacation



**Action** to accept the CEO's report including ratifying the actions of the Executive Committee from June 25, 2026.

**Action:** The Board unanimously approved to accept the CEO's report including ratifying the actions of the Executive Committee from June 25, 2026, as motioned by Brian Fenwick and seconded by Shirely Howard-Johnson.

4. **Action** to approve May 28, 2026, and June 25, 2026, meeting minutes.

**Action:** The Board unanimously approved the May 28, 2026, and June 25, 2026, meeting minutes, as motioned by Peter Hart and seconded by Julie Taylor.

5. **Review of Strategic Plan draft and discussion – Brian Scott & Ishmael Nunez**

Marisa introduced the Strategic Plan and thanked Uncommon Bridges for their work. Ishmael Nunez shared that the plan will guide the Alliance over the next five years as it prepares for renewal in 2029. The plan emphasizes continued leadership and investment to strengthen Union Square as the heart of San Francisco, with increased focus on economic development, marketing and events, and public realm improvements while sustaining Clean & Safe services and organizational capacity.

Brian Scott recapped the situational assessment, identifying economic development as a top priority. The Alliance's intended impact is to create a clean, safe, and vibrant district that reflects San Francisco's culture and strengthens its sense of place. Ishmael proposed open house sessions to gather community feedback. Board members suggested offering digital and multiple feedback channels to increase participation.

6. **Review draft of amendment for services agreement with Union Square Foundation July – December 2026 and **action** to approve.**

Ben presented the services agreement between the Union Square Foundation and the Alliance. The agreement is reviewed every six months, with the management fee adjusted based on the level of grant funding through the Foundation and the corresponding work and staff time contributed by the Alliance. A fee increase is proposed due to additional grants for safety and security cameras. The proposed monthly management fee is approximately \$27,000, reflecting continued Alliance staff execution of these grants and programs. The Foundation Board will review and approve the fee at its August board meeting.

**Action:** The Board unanimously approved the draft amendment for the services agreement with the Union Square Foundation July – December 2026, as motioned by Julie Taylor and seconded by Evan J. Kaizer.

7. **To Receive the BID's Advisory Committee reports and to take action to approve**



several Committee recommendations:

a. Nominating and Board Governance (Wes Tyler)

- Board Member and Officer discussion and **action** to approve two new Board Members  
Wes introduced two new candidates for the Board, Julia Rome and Douglas McMahon. Douglas was unable to attend the meeting, but Julia was present to discuss her professional background with GAP and her involvement with the district. Ben shared that Douglas is a new property owner in the district, working mostly with buildings in the luxury area, and he has expressed high interest in being involved and contributing to the district.

**Action:** The Board unanimously approved the two new Board Members, Julia Rome and Douglas MacMahon, as motioned by Brian Fenwick and seconded by Shirley Howard Johnson.

b. Streetscapes and Public Realm

- Project Updates:
  - Union Square stage improvements and possible event services agreement  
Daniela provided an update on the park speaker system, noting that testing and training with BRV and park staff have been completed. The rate sheet remains under review with Rec and Park, and event producers have already expressed interest in using the system. Next steps include finalizing the usage agreement with BRV and installing a smart lock for the garage where the speakers will be stored. Cameras have also been installed for monitoring.
  - Powell Street Improvement Project update  
Marisa highlighted that the Powell Street Improvement project is still on track, and the final budget is underway from the construction team, so they expect to have the final cost and budget allocation in August. She shared that BR has been working on procuring insurance quotes for the catenary lights, the golden lantern, street furnishings, builders' risk for construction, and collaborating with DPW and Clark Construction to develop a shared communication strategy.
  - Lighting Project  
Marlenne reported that the Alliance is working with Rec and Park and evaluating 2–3 vendors and lighting options for the park. She presented two options for lighting the palm trees and noted that staff are also assessing the two projectors previously used to illuminate Alma for potential nightly use. Marisa noted that lights on the north side of the park will need to be removed, while lighting at the entry points will remain to support nighttime safety.

c. Finance & Audit (Jim Sangiacomo)

- **Action** to accept the Unaudited Financial Reports of June 2026.



Zarrina presented the unaudited June 2026 financials, reporting a \$586K operating surplus and \$575K positive budget variance. Assessment Core operations were \$596K favorable, driven by lower Clean & Safe expenses and higher sponsorship revenue, while Marketing and Administrative expenses exceeded budget. Other revenue was \$21K below budget after grant extensions. June 30 balances included \$3.14M in reserves, \$3.56M in cash, and \$920K in receivables.

**Action:** The Board unanimously approved the unaudited financial reports of June 2026 as motioned by Jim Sangiacomo and seconded by Brian Fenwick.

- **Review and discussion and action to approve budget for the 26-27FY**  
Ben presented the draft budget, projecting \$14.6M in total revenue, including approximately \$2M carried over from the prior fiscal year. Assessment expenses are projected at \$9.6M, approximately \$1.7M higher than the previous year, resulting in an overall projected deficit of \$315K. Budget adjustments include additional staffing, higher costs for a new service provider, and increased investment in economic development, marketing, and events.

**Action:** The Board unanimously approved the budget for the 26-27FY as motioned by Evan J. Kaizer and seconded by Shirely Howard-Johnson.

d. **Marketing & Events**

- **Marketing Chair Discussion**  
Holly shared that the marketing chair position that is open now that Mark Sullivan has stepped down from the board. Anyone with interest or has a reference for the position is encouraged to contact Hollie.
- **Union Square in Bloom**
  - **Local Garden**  
Marlenne recapped the Local Garden program, which highlights district businesses through monthly activations. She reviewed July's Bars and Nightlife program and participating businesses, noting strong engagement and several businesses extending their promotions. She also introduced the upcoming Arts and Culture Week program.
  - **Bloom Music Series**  
Hollie introduced the Bloom Music Series on Ellis, which is a two-part music series in partnership with Third Thursdays on Ellis, and presented by Levi's Strauss and Company. This event will take place on August 20<sup>th</sup>, from 5-10 p.m. in front of John's Grill.
  - **The Bloomies**



Liza reiterated that the Bloomies will be taking place on August 27<sup>th</sup>, at 5:30 p.m., and added that the event is in partnership with Dress for Success. As their partner, the Alliance is hosting an accessory drive, and the board was encouraged to drop off accessories at the Alliance office.

- Discussion and **action** to approve Kevin Bartram contract extension.  
Daniela shared that Kevin Bartram, the Alliance's sponsorship consultant since 2024, is nearing the end of his current contract. She requested approval to extend his contract for an additional six months, noting his contributions to Bloom 2026 and ongoing work on the 2026 holiday program.

**Action:** The Board unanimously approved Kevin Bartram's contract extension as motioned by Jim Sangiacomo and seconded by Brian Fenwick.

e. Public Affairs (Brian Fenwick)

- Farmer's Market  
Brian shared that the Alliance plans to partner with Agriculture Institute to launch a weekly farmers market on Ellis Street, likely on Wednesdays. The market will offer a mix of agricultural and non-agricultural goods, with marketing support from the Union Square Foundation. Next steps include coordinating with Agriculture Institute at the upcoming Public Affairs Committee meeting.
- Health and Human Services Update  
Brian shared insight from Kunal Modi, Chief of Health and Public Services for the City. Marisa provided key takeaways from their initial discussion with Kunal specifically on public drug use and the ongoing efforts against it. She added that she will continue meeting with Kunal to work on addressing the public health concerns in the district.
- Economic Initiative Summit Feedback  
Kat introduced the economic summit which the Alliance hosts annually to inform community members of the economic trends that have an impact on our district. She presented a draft agenda for the summit that focused on the economic initiative in the district, an overview of the Strategic Plan, and the marketing efforts of the Alliance. Kat explained that they want to hear any suggestions or feedback from the board to ensure that all relevant items are discussed at the summit.

f. Services & Public Safety (Don Thomas)

- May & June 2026 Operations Reports  
Miracle reported a busy June, with nearly 8,000 sweep requests completed, 40,000 pounds of litter removed, and 1,400 hazardous waste cleanups. Staff continue coordinating with City partners on quality-of-life issues and illegal dumping. JaLil reported a 95% success rate for sit-and-lie engagements, no major crimes in May and



June, and 1,112 engagements completed. He will also conduct weekly district walks with Ariel to address homelessness.

- Service providers updates and action to approve District Works mobilization contract  
Daniela recapped the June Special Board meeting, where the Board approved moving forward with contract negotiations with District Works. She presented the proposed 90-day transition and mobilization plan ahead of the October 1 start date. District Works CEO Andrew Jones introduced himself and provided an update on the transition.

**Action:** The Board unanimously approved the District Works mobilization contract as motioned by Wes Tyler and seconded by Brian Fenwick.

- DDC HEART Ambassador grant update  
Miracle reported that in June they increased staffing and completed additional training to prepare the team. She added that their team has continued building relationships with businesses, and in the months of May and June, nearly 1,900 successful welfare checks were completed each month.
- Project updates:
  - Security cameras and DDC grants  
JaLil shared that they have been working on the camera grants since February, which aims to upgrade the current systems and install new cameras in the district. So far, 20 different sites have been assessed, 16 installations have been completed, and 17 quotes have been finalized and signed.
  - Bigbelly and pilot cans project update  
JaLil recapped the trash can pilot, noting ongoing issues with BigBelly cans, including recent arson damage and costly mechanical repairs. After testing MetroSTOR and Securr, staff recommend moving forward with Securr due to its sizing, security, durability, and lower cost. The proposed purchase is \$110,953 for 44 cans, compared to \$170,682 for MetroSTOR. The BigBelly buyout cost is still being finalized and will be shared once available.
  - Pressure Washing Grant  
Miracle reported that they have maintained their service levels in May and June, with 187,000 linear feet of power washing completed, and they will continue to focus on hotspot areas to stay ahead of recurring issues.

#### 8. Announcements & Upcoming Meetings

- On Ellis- Thursday August 20th at 6:00pm
- Executive Committee- August 27, 2026, at 9:00am.
- Next Board Meeting- 2nd Annual Meeting, September 24, 2026, Location TBD.
- Bloomies - August 27, 2026- Marker Hotel

#### 9. **Adjourned** – The meeting was adjourned at 11:36 a.m.