



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

Minutes

**August 27, 2026 – 9:00-11:00 a.m.
Common Wealth World Affairs Council
312 Sutter Street, 2nd Floor, Conference Room**

Board Members in attendance (all in person): Brian Fenwick (The Marker Hotel), Clif Clark (Westin St. Francis), Don Thomas (Club Donatello), J. Timothy Falvey (Hanford-Freund), James Sangiacomo (Trinity Properties), Jonathan Davis (Macy's), Jordan Buckley (Paramount Hotels, Inc.), Kevin Flanagan (Recology), Lauren Ellis (CK Contemporary), Maxine Papadakis (Resident), Spencer Sechler (ACE Parking), Shirley Howard-Johnson (Entertainment & Arts Consultant), Stephen Brett (Brett & Co), and Manuela Anne King (RHAA).

Staff and contractors: Marisa Rodriguez (CEO), Daniela Vasile (COO), Benjamin Horne, Melanie Medina (Executive Assistant), Beau Simon (Womble Bond Dickinson), and Isabelle Ho (Intern).

Guests: Erik Homan and Craig DeMartini (Allied Universal)

Summary of Actions Taken by Board of Directors

- **Action:** The Board unanimously approved the JPMorgan Chase Winter Walk agreement for \$435,000 sponsorship as motioned by Don Thomas and seconded by Manuela Anne King.
- **Action:** The Board unanimously approved the SF Travel Winter Walk agreement for \$250,000 sponsorship as motioned by Brian Fenwick and seconded by Clif Clark
- **Action:** The Board unanimously approved the contract renewal with Cube84 as motioned by Jim Sangiacomo and seconded by Shirley Howard-Johnson.
- **Action:** The Board unanimously approved the revised Strategic Plan outline as motioned by Spencer Sechler and seconded by Tim Falvey.
- **Action:** The Board unanimously approved contracting with new service provider, Allied Universal, as motioned by Timothy Falvey and seconded by Spencer Sechler.
- **Action:** The Board unanimously approved the Block by Block amendment and banked hours valuation as motioned by Don Thomas and seconded by Stephen Brett.



1. Call to order, roll call, introductions and welcome.
Marisa Rodriguez called the meeting to order at 9:17 a.m. and took roll call.
2. Public Comment (limited to three minutes per speaker).
Marisa Rodriguez called for public comment. Hearing none, she moved on to the next agenda item.
3. Review, discussion, and **action** to approve JPMorgan Chase Winter Walk agreement for \$435,000 sponsorship.
Marisa introduced the JPMorgan Chase Winter Walk agreement for \$435,000 sponsorship and expressed excitement towards having Winter Walk on Maiden Lane this year. She shared that one block of Grant Street will be closed for Winter Walk between Geary and Post Street, and services and power needs are still to be discussed. Marisa has spoken with businesses on Grant Avenue about the plan for Winter Walk, and everyone has expressed positive interest in what's to come. She added that a miniature Chinatown will be featured in this year's Winter Walk to support the neighboring businesses. Brian Fenwick inquired about Winter Walk dates and Marisa shared that the closing date is still being finalized but it is set to open on December 9th.

Action: The Board unanimously approved the JPMorgan Chase Winter Walk agreement for \$435,000 sponsorship as motioned by Don Thomas and seconded by Manuela Anne King.
4. Review, discussion, and **action** to approve SF Travel Winter Walk agreement for \$250,000 sponsorship.
Marisa introduced SF Travel as another sponsor for Winter Walk and called for a motion to approve a \$250,000 sponsorship agreement.

Action: The Board unanimously approved the SF Travel Winter Walk agreement for \$250,000 sponsorship as motioned by Brian Fenwick and seconded by Clif Clark.
5. Discussion and **action** to approve contract renewal with Cube84.
Daniela introduced Cube84, the Alliance's long-term data management and CRM provider, and requested approval to renew the contract for one year. The renewal includes 50 hours per month at \$6,650, plus a \$4,800 annual subscription, with additional support for upcoming initiatives and vendor training.



Action: The Board unanimously approved the contract renewal with Cube84 as motioned by Jim Sangiacomo and seconded by Shirley Howard-Johnson.

6. Review and discussion regarding revised strategic plan outline and **action** to approve revised plan outline.

Marisa asked the Board to review the Strategic Plan's mission, vision, and values and provide feedback on whether the goals are achievable ahead of September approval. She shared plans to present the plan at the upcoming Economic Summit and highlight the Alliance's collaboration with City and community partners on economic development. Key priorities include ensuring San Francisco's best offerings are represented in Union Square, completing the Powell Street project on an accelerated timeline, maintaining Union Square as an entertainment hub, and supporting the needs of residents.

Don emphasized the importance of hospitality to Union Square and suggested incorporating it into the mission statement, which Marisa supported. Ben noted that previous feedback from the Strategic Plan survey will also help inform the final plan.

Action: The Board unanimously approved the revised Strategic Plan outline as motioned by Spencer Sechler and seconded by Tim Falvey.

7. Discussion regarding services provider selection and **action** to approve contracting with new service provider.

Daniela introduced Allied Universal as the Alliance's new service provider and welcomed representatives Erik Homan and Craig DeMartini. Erik shared that Allied has operated in San Francisco for 25 years with approximately 3,000 employees, while Craig highlighted the dedicated management and staffing approach for Union Square.

Erik noted that current Alliance ambassadors are encouraged to join the Allied team, subject to background checks, while additional staff will be hired as needed. Ben reviewed the transition from District Works, noting that Allied's operational flexibility, reliability, and cost structure better align with the district's needs. He also clarified that some funds and equipment will be returned by District Works.

Action: The Board unanimously approved contracting with new service provider, Allied Universal, as motioned by Timothy Falvey and seconded by Spencer Sechler.



8. Discussion and update on Block by Block amendment and banked hours valuation and possible **action** to approve.

Ben provided an update on the remaining outstanding banked hours with Block by Block. As of the end of March, Block by Block reported 7,831 banked hours owed to the Alliance, with the banked hours process ending April 1. Ben noted that Block by Block's proposed credit is \$344,000, compared with approximately \$352,000 recorded in the Alliance's books and nearly \$400,000 in total payments. The difference was discussed, including approximately \$9,000 related to hours worked from April to the present. Ben noted that the transition away from Block by Block has been smooth and that they have been a strong partner throughout the process, with the remaining issue being the reconciliation of banked hours. The proposed \$344,000 credit would be applied beginning in May. The Board agreed to move forward with the numbers presented.

Action: The Board unanimously approved the update on Block by Block amendment and banked hours valuation as motioned by Don Thomas and seconded by Brian Fenwick.

CLOSED SESSION – 10:51 a.m.

9. **Adjourned** – The meeting was adjourned at 11:20 a.m.