Executive Committee Meeting

June 25, 2026, at 12:00 p.m.
John's Grill
63 Ellis Street, San Francisco, CA 94102

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), Don Thomas (The Donatello), Mark Sullivan (Marketing Committee Chair), Russell D. Keil, Jr. (The Keil Companies), and Beau Simon (Womble Bond Dickinson).

The following staff were also in attendance: Marisa Rodriguez (CEO), Benjamin Horne (CFO), Daniela Vasile (COO), Melanie Medina (Executive Assistant), Zarrina Yousufzai (Finance & HR Supervisor), Liza Bernard (Events Associate), Cal Tobin (Intern).

The following guests were also in attendance: Brian Scott (Uncommon Bridges), Andrew Jones (District Works), Chris Boss (District Works).

Summary of Actions Taken by the Committee

- **Action:** The Committee unanimously approved the minutes of the April 22, 2026, meeting, as motioned by Mark Sullivan and seconded by Brian Fenwick.
- **Action**: The Committee unanimously approved Wes Tyler as the chair of the nominating committee as motioned by Don Thomas and seconded by Mark Purdy.

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

1. **Call to order and roll call.**
   Mark Purdy called the meeting to order at 12:00 p.m. and took roll call.

2. **Public comment.**
   Marisa called for public comment. Hearing none, she moved onto the next agenda item.

3. **Action** to approve the minutes of April 22, 2026
   Marisa directed the Committee to review the minutes distributed prior to the meeting.

   Action: The Committee unanimously approved the minutes of the April 22, 2026, meeting, as motioned by Mark Sullivan and seconded by Brian Fenwick.

4. Discussion regarding Nominating Committee formation and **action** to name chair and schedule first meeting.
   Ben shared that the committee had approved a draft charter at the previous meeting. He noted that re-establishing the nominating committee follows a recommendation of the strategic plan, and that it is preferable for a past president of the organization to serve as chair of this committee. Accordingly, Ben suggested to the committee that Wes Tyler, former president, to serve as chair, and asked the committee to approve the appointment. The committee's first meeting has been scheduled for Wednesday, July 9 at

12:00 p.m. Ben invited members to volunteer for the committee, noting that its work will help shape the composition of the board and ensure the organization remains in compliance with the bylaws.

Action: The Committee unanimously approved Wes Tyler as the chair of the nominating committee as motioned by Don Thomas and seconded by Mark Purdy.

5. Clean & Safe services and contract updates

a. Block by Block transition
Daniela reported that the transition with Block by Block remains ongoing, and the organization is working to finalize the contract, which will include pricing through the end of September.

b. Clean & Safe RFP
Daniela shared that the RFP committee for the new service vendor met on Tuesday, June 23, and interviewed three vendors: District Works, Allied Universal, and Legion Corporation. Following discussion, the RFP committee recommended for the Board's approval to move forward with District Works. District Works will attend the Board meeting to present its proposal. Daniela expressed appreciation to all who participated in the RFP process.

Questions were raised regarding the basis for the selection of District Works. It was noted that District Works presented its services well and, among the vendors interviewed, had the most BID experience with street cleaning. Daniela added that Legion Corporation will continue to provide the organization's safety services. The committee also discussed the current ambassadors employed through Block by Block, whether they will transition to District Works.

c. Union Square Plaza services
Daniela shared that the Alliance has prepared an agreement with Rec and Park under which the Alliance will focus solely on event services and stage maintenance as it relates to the sound system. In exchange, the organization will retain its current storage room at no charge, continue to have access to radios for communication with member services, and receive trash removal service twice per week.

6. Update on Strategic Planning
Brian Scott presented to the committee and shared the organization's current mission and vision statements. He noted that the statements are lengthy and wordy, and suggested revising them to be shorter in support of the new strategic plan. He compared the Alliance's and Foundation's statements and emphasized the importance of ensuring alignment between the two sister organizations. Brian shared his suggested revisions, which include a more inclusive statement incorporating the phrase "for everyone" and the word "hospitality." Ben noted that the mission and statement were brought to the Foundation Board as well, and that the Foundation will follow the Alliance's decision on its vision and mission statements.

Brian then presented the remainder of the draft plan and the findings to date from the stakeholder interviews. The committee discussed the organizational structure and chart, including a question as to whether a data focused role makes sense for the organization at this point in time.

7. Streetscapes project updates:
Agenda item 7 was not discussed.

a. Powell Project
b. Union Square Stage Project

8. Funding, Grants, Union Square Foundation grants and other updates.
    a. RFP 226
    RFP 226 is nearing completion, and the final funding will be submitted.

    b. RFP230
    RFP 230 will be done as of 6/30.

    c. SF Live Grant Amendment
    The final funding is nearly complete, pending Contingency approval. The process is taking additional time with the City, as the City needs to review the documents and has raised questions regarding the administrative fee.
    d. DDC grants
    The DDC grants for safety ambassadors and pressure washing continue to move forward. The Foundation recently approved a DDC grant for Levi's sponsorship of the On Ellis Bloom events.

CLOSED SESSION

9. Staffing discussion and possible **action** to approve new position.
10. Discussion and **action** to approve staff payout of accrued vacation per approved policy.
11. HR updates and discussion regarding Performance Evaluations.

12. Upcoming meetings
    a. Board of Directors Meeting- July 23, 2026- Location TBD
    b. Next Executive Committee Meeting – August 27, 2026, at 9:00am
    c. Bloomie Awards- August 27, 2026, at 5:00pm, The Marker Hotel

13. **Adjournment**: 1:05pm