



A G E N D A
Executive Committee Meeting

Thursday, October 24, 2024
1:30 pm - 3:00 pm
Yerba Buena Gardens Community Room

All Yerba Buena Partnership committee meetings are open to the public. Attendees may address the committee on items appearing on the agenda and may also address the committee on items not on the agenda during the General Public Comment period if the matters addressed are within the scope of the committee's authority. Each speaker shall have up to two minutes to address the committee.

PLEASE NOTE: Any times listed next to each agenda item are suggestions only. The Yerba Buena Partnership reserves the right to take up any agenda item at any time after the posted meeting time, and in any order, at the discretion of the Chair or by a vote of a majority of the members present.

A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES

B. INTRODUCTIONS

C. APPROVAL OF MINUTES

D. CHAIR REPORT

- a. DISCUSS the Agenda for the November 2024 Board Meeting
- b. RECEIVE UPDATE on Board Nomination Process

E. EXECUTIVE DIRECTOR REPORT

- a. RECEIVE UPDATE from Executive Director
 - i. Downtown Revitalization Planning Processes
 1. **Yerba Buena Neighborhood Plan** (Yerba Buena Partnership, Yerba Buena Gardens, Yerba Buena Gardens Festival, SF Planning, TODCO, SOMA P...)
 2. **Convention Corridor Plan** (Moscone Convention Center, City of San Francisco, OEWD, Yerba Buena Partnership, Union Square)
 3. **Hospitality Zone Plan-Yerba Buena and Union Square** (Wilson Meany, Gibson Dunn, HR&A, SOM, HMS Associates, Gibson Dunn...)
 4. **Economic Core Stakeholder Downtown Plan** (Yerba Buena Partnership, Downtown Partnership, East Cut, Union Square Alliance, SF Chamber, Advance SF, Into the Streets, Kat Daniels, Ben Rosenfield...)
 - ii. Alley Legislation/Entertainment Zones
 1. Annie Alley-December 2024
 2. Jessie, Minna Alleys
 3. Yerba Buena Lane – 2025
 - iii. OEWD Grants
 1. Safety Grant-
 2. Beatification Grant
 - a. Art All Around program-\$200,000
 - b. Lighting Yerba Buena-SOMA P-\$350,000
 - c. Convention Corridor Plan RFP-\$150,000
 3. Yerba Buena Small Business and Cultural Organization Events and Activations Grant
 - a. Alley Activations-\$280,000
 - b. Expanded City Wide Event Activations (MLK, Pride, Lunar New Year, Pistihan...)-\$100,000

- c. Downtown First Thursday-Yerba Buena Exploded-\$150,000
- d. Let's Glow Projection Festival 2024-2025-Yerba Buena-\$250,000
- iv. Office Space Discussion

- b. DISCUSS/APPROVE agreement with A3 Visual for the 2024 Let's Glow SF Projection Festival in the Amount of \$103,099.75

F. COMMUNITY BENEFIT FUND REPORT

- a. RECEIVE UPDATE on Community Benefit Fund grants

G. SERVICES COMMITTEE REPORT

- a. RECEIVE UPDATE on Service Committee Activities
 - i. Service Provider Transition
 - ii. Team Uniforms, vehicles, carts-designs
 - iii. Safety Grant
- b. DISCUSS changing name of committee to Clean and Safe Committee

H. STREETS COMMITTEE REPORT

- a. RECEIVE UPDATE on Streets Committee Projects
 - i. Lighting Yerba Buena
 - ii. Convention Corridor Plan
 - iii. Art All Around
 - iv. 5th and Harrison Dog Bark
 - v. Minna Natoma Art Corridor
- b. DISCUSS changing name of committee to Public Spaces Committee

I. MARKETING COMMITTEE REPORT

- a. RECEIVE UPDATE from Marketing Committee:
 - i. Brand Roll Out and Marketing Activities
 - ii. Partnership Events and Activations
 - 1. Alley Activations
 - 2. Expanded City Wide Event Activations (MLK, Pride, Lunar New Year, Pistihan)
 - 3. Downtown First Thursday-Yerba Buena Exploded
 - 4. Let's Glow Projection Festival-Yerba Buena

J. FINANCE COMMITTEE REPORT

- a. RECEIVE UPDATE on Finance Committee and year to date financials

K. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

L. GENERAL PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

M. ADJOURN