



Marketing Advisory Committee

May 3, 2023 — 12:00 – 1:00 p.m.
Hybrid Meeting, 291 Geary Street Suite 200 and via zoom

MINUTES

In attendance

Committee members: Mark Sullivan, Marcus Sams, Dani Montague, Jill Plemons, Sylvia Faison Wilkerson, Taylor Enstall, Dina Fayer, and Tammy Brock

Staff and contract service providers: Marisa Rodriguez (CEO), Jessica Chilingirian (Digital Marketing Associate), and David Perry (Public Relations Partner).

1. Call to Order and Introductions

Observing a quorum present, Mark Sullivan called the meeting to order at 12:05 a.m.

2. Public Comment

Mark called for public comment. Marisa Rodriguez spoke on the Nordstrom Closure. She reassured the committee that the Alliance is on track with our Strategic Plan goals and in the immediate future we need to push back on the negative narrative and highlight the businesses that are here.

3. Approve the March 3, 2023 Minutes

Action: The committee unanimously approved the March 3, 2023, minutes as motioned by Sylvia Faison Wilkerson and seconded by Taylor Enstall.

4. Union Square Media Coverage

Mark Sullivan spoke to the negative news coverage surrounding Nordstrom's departure, he advised that it is essential to focus on our long-term strategy and determine the appropriate course of action. The Alliance will continue to highlight business openings and organize events as we set ourselves apart from other shopping centers in the city. By reframing the narrative, we can reshape the perception and emphasize our unique offerings and advantages. This will enable us to create a distinct identity that distinguishes us from the competition and attracts both businesses and visitors to our vibrant community.

5. Discussion: Reframing the Narrative:

The Alliance's goal is to ensure that downtown and Union Square are well-prepared for the future. We will continue to strive to attract businesses that desire



to establish themselves in this vibrant area and offer them the necessary support to thrive. While acknowledging the existing challenges, we have been actively engaged in discussions and have identified silver linings that provide opportunities for growth and development.

6. Union Square in Bloom Updates:

The district is adorned in vibrant Spring attire as part of the Union Square in Bloom campaign. Families and children can indulge in the Bloom Passport, showcasing enchanting floral installations. For a more adult experience, the Bloom & Bubbles Passport offers delightful floral-inspired cocktails at Union Square's finest restaurants, hotels, and bars. The Alliance collaborated with esteemed local designer Vasily Vein to craft the 2023 Bloom dress that was unveiled during a VIP Community event at Neiman Marcus on May 11th. The official public launch coincides with a delightful Mother's Day Celebration in the park on May 14th. Embracing the innovative culture of tech-focused San Francisco, the Bloom branding incorporates elements of artificial intelligence (AI).

7. Holiday Planning:

The Alliance is exploring bringing back the Union Square tradition of Winter Walk for the 2023 Holiday season.

8. Social Media: Strategy & Results March - April

Instagram has emerged as our fastest-growing platform, with our audience doubling since October 2022. To capitalize on this growth, we are strategically directing our efforts towards business spotlights and national holidays. In the upcoming month of May, our focus will be on Bloom spotlights, showcasing the captivating floral displays, and sharing vibrant summer-themed stories. By aligning our content with these seasonal highlights, we aim to further engage and captivate our expanding Instagram community.

9. Newsletters: B2B & B2C March – April

Our ongoing priority is to shine a spotlight on the exciting events taking place in the district while captivating our audience through compelling storytelling centered around seasonal holidays. In the upcoming edition, the main focus will be on highlighting the vibrant Bloom festivities and celebrating Mother's Day. We are dedicated to curating engaging content that resonates with our members and sparks their interest. The open rate among our valued members reached an impressive 50%, reflecting their enthusiasm and engagement with the newsletter.

10. Website Updates: Do Business Here

The Alliance has crafted a "Do Business Here" page specifically for real estate brokers and potential tenants, aiming to provide valuable information. It features a



comprehensive data dashboard that includes insights on pedestrian traffic, BART exits, and various other relevant data points. Additionally, we have incorporated Vistity aerial tours to offer a captivating visual representation of the available businesses for lease.

11. Annual Fundraiser Luncheon Results

The Alliance successfully raised an impressive amount of \$129,500 during the highly anticipated Annual Fundraiser Luncheon. The event gathered 200 attendees, including esteemed city officials and valued community partners. We were fortunate to have the generous sponsorship of United Airlines and 26 other sponsors who supported this important initiative. The funds raised will be allocated towards the development of public realm and streetscape projects, benefiting the community.

During the event, we took the opportunity to express our gratitude and recognition for the remarkable contributions of Boswick the Clown. To commemorate his efforts in spreading joy and cheer at Winter Wonderland, the alliance presented him with an award and a bouquet of flower-shaped balloons.

12. Activations, Events, & Community Partnerships

For Alliance sponsored events, we completed American Tulip Day, Coffee & Connections, Fort Mason Art Market, and Annual Fundraiser Luncheon. Upcoming Alliance hosted events are VIP Bloom Launch, Public Bloom Launch on Mother's Day, and Suit Up with Macy's. For community events, we completed American Tulip Day, Drag Up Fight Back and Tibet Solidarity Day. Upcoming is the Taiwanese American Cultural Festival.

13. Adjournment and Next Meeting

- a. Next meeting is July 12, 2023, 12:00 pm