



Marketing Advisory Committee

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

MINUTES

In attendance

Committee members: Mark Sullivan, Nick Platt, Natalie Hernandez, Kertta Keron, Lee Gregory, Mary Wagstaff, Marcus Sams, Lucy Karillo, Adam Thurman, Sylvia Faison-Wilkerson, Laura Kwan-Rosebush, Heiko Novak, Rose Guiliano, Lauren Ellis, Dianna Cavagnano, Taylor Narramore, Roger Barrantes, Denise Huerrta, Sharman Spector, Tammy Brock, Jessica Rae, Taylor Enstall, Kristan Bonde, Rayna Kutsal, Kelly Lukens, Blake McCall (Hair Studio), Meg Towner, Dina Fayer, Dani Ortega

Staff: Marisa Rodriguez (CEO), Jessica Chilingirian (Digital Marketing Associate), Ken Rich (COO), and Caitlin Keller (Intern).

1. Call to Order and Introductions

Observing a quorum present, Mark Sullivan called the meeting to order at 12:02 p.m.

2. Public Comment

Mark called for public comment. Marisa Rodriguez spoke on the nature of Alliance and the need for a positive marketing push to combat the negative press surrounding Union Square. She also noted improvements to the district that have been implemented and improvements to come.

3. Approve the May 3, 2023 Minutes

Action: The committee unanimously approved the May 3, 2023, minutes as motioned by Taylor Enstall and seconded by Jessica Rae.

4. Introductions: What's Happening in Union Square

Committee members briefly introduced themselves and the businesses they represent.

5. Overview: Union Square Alliance & Marketing Channels

Mark and Jessica presented details on the Alliance and its marketing channels including the role of the Alliance in enhancing the district, the Alliance's allocation of funds, its mission and purpose. They also detailed the Alliance's marketing channels including social media platforms, the newsletters, and the website.



6. Discussion: Key Initiatives

Mark and Jessica presented the Alliance's key initiatives including Union Square in Bloom, Winter Walk, and the Summer Music Series. Members discussed their involvement in Bloom and how others could become involved.

7. Discussion: Marketing Committee Reset & Goals

Committee members brainstormed a variety of marketing approaches to improve public perception of Union Square amidst negative press and boost the visibility of their business. In terms of social media presence, the committee discussed ways to highlight visitors' positive experiences in the Square, ways to more effectively highlight a greater number of businesses on the Alliance's social media, ways hotels can help promote the other businesses in Union Square, and Hotel Nikko's "Here to Stay" messaging that other businesses can incorporate.

The committee expressed a desire to have more collaboration between the Square's businesses, possibly through a private portal on the website or a Slack channel. There was also discussion of a business directory, possibly readily available via QR code in the Square or in business windows.

8. Overview: Upcoming Events

The committee discussed upcoming events including Union Square in Bloom, the Summer Music Series, the July 28 Retail Safety and Economic Development Summit, the July 29 and September 2 Blooms & Bubbles Bar Crawls, and the August 17 Marketers Networking Happy Hour.

9. Adjournment and Next Meeting

- a. Next meeting is September 6, 2023, 12:00 pm