



Marketing Advisory Committee

September 6, 2023 — 12:00 – 1:30 p.m.
Hybrid Meeting, 291 Geary Street Suite 200 and via zoom

MINUTES

In attendance

Committee members: Mark Sullivan (Tiffany & Co), Fabio Prieto (Corzetti), Kelly Lukens (Westin St. Francis), Aaron Danzig (SF Travel), Raina Christenson (Hotel Council of SF), Rayna Kutsal (Hotel Council of SF), Liz Polo (Polo Promotions), Haja Mondisa (Beacon Grand Hotel), Jessica Rae (Rae Model & Talent Agency), Sylvia Faison Wilkerson (Event Organizers), Susan Cole (Mabrie Facial Cosmetic, Inc), Tyler Schrepel (SF Chamber of Commerce), Manuela Baez (Mabrie Facial Cosmetic, Inc), Mary Wagstaff (Chotto Matte), Susie Cole (Bank of America), Alina Musgrove (Cuyana), Taylor Enstall (Samuel Scheur Fine Linens), Laura Kwan-Rosebush (Back of the House), Sylvia Faison Wilkerson (Event Organizers), Elaine Clancy (Marriott), Nicole Roumph (Hotel Council), Joseph Toth (Louis Vuitton), Adam Eisen (Marriott), Lucy Karilo (The Lola Agency), Rose Guilano (af&co), Blake McCall (Blake Charles Salon), Rachel Yianitsas (Convene), Christina Tomlinson (Convene), Adam Thurman (American Conservatory Theater), Tammy Brock (Lids), and Marcus Sams (Moment Improv).

Staff: Jessica Chilingerian (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. Hearing no public comment, Mark suggested that all in attendance briefly introduce themselves.

3. Approve the July 12, 2023 Minutes

Action: The committee unanimously approved the July 12, 2023, minutes as motioned by Taylor Enstall and seconded by Sylvia Faison Wilkerson.

4. Introduction & Announcements: What's Happening in Union Square

Mark publicized the upcoming Networking Happy Hour on September 21st as part of the ongoing Summer Music Series.



The committee discussed the new Union Square Marketers Slack channel, with members reporting positive experiences with the platform thus far and encouraging other members to join the channel.

5. Overview & Discussion: Marketing Committee Current Focus

Mark and Jessica presented details on the Alliance's current marketing projects. These projects included forming deeper connections with the hotel concierges within the Square to further promote the other businesses. There was discussion surrounding Corzetti's experience with hotel concierges in publicizing their opening, connections with the Northern California Concierge Association, and suggestions to work with hotels outside of the district.

The Alliance is also working on district-wide marketing opportunities such as district-wide itinerary content for influencers. Suggestions were made including brainstorming a district-wide social media hashtag, a scavenger hunt, a collaboration with SF travel's #HereToStay campaign.

The Alliance is also working on publicizing their online directory via QR codes in business windows around the Square. Discussion included support of QR codes over an app for the dissemination of the directory, a need to make the directory more user-friendly and interactive, integrating Google into the directory, integrating social media handles into the directory, publicizing the directory in the Square itself, and the QR code's potential for the upcoming Dreamforce conference. Based on the committee's feedback, the Alliance will move forward with further outreach and work to update the directory.

6. Discussion: Collaborative Advertising Opportunities

Jessica presented a variety of advertising opportunities that the committee members could participate in including a full-page spread in the Nob Hill Gazette, a broadcast TV or radio advertisement, advertising in TV travel through website or holiday ads. Committee members suggested other potential collaborative advertising opportunities including Sactown Magazine, Comstock's magazine, Marin magazine, and other Bay Area neighborhoods of concern. Discussion was had concerning incentives the hotels or businesses could offer magazine readership or reviewers. It was noted that many Bay Area residents believe Westfield Mall to be closed so it should be publicized that it is still open. The committee voiced their desire to start advertising for holiday activations in the Square as soon as possible.

7. Discussion: Feedback on Bloom 2023



Jessica led the committee in a discussion surrounding perceptions of Bloom 2023 and suggestions for Bloom 2024. Positive feedback was given regarding the Bloom photo-op in Union Square Park and photo-ops in hotel lobbies, the daffodil pins, Tulip Day, the Bloomed goat show. Critique was given regarding the timing of Bloom, as committee members expressed the desire for a distinct start and end date and a shorter Bloom, the need to make Bloom more accessible for small businesses, disseminating information for Bloom earlier, suggestions were made including a Bloom scavenger hunt, a Bloom dance/art show, showcasing Union Square as an event space.

8. Overview: Upcoming Events, New Businesses, & Winter Walk

The committee discussed past events including the July 28 Retail Safety and Economic Development Summit, the July 29 Blooms & Bubbles Bar Crawl, and the August 17 Marketers Networking Happy Hour. The committee also discussed upcoming events such as the continuation of Union Square in Bloom and the Summer Music Series, the September 21 Happy Hour Concert and Mixer, the October 7 Fleet Week Concert, the October 14 Bloom Closing Event and the Alliance Holiday Fundraiser. The Alliance also shared past and future community partner events.

The Alliance updated the committee on the 25 new businesses that have opened in the Square since January 2023.

The Alliance briefly presented their plans for the return of Winter Walk from December 15-24. Winter Walk will close one or two blocks of Stockton Street, covering them with turf and bringing in food trucks, bars, activations, and live performances. More information will be available at the next marketing meeting.

9. Update: Union Square Alliance Marketing Plan

Updates concerning the Alliance's marketing plan were given earlier in the meeting when discussing Collaborative Advertising Opportunities.

10. Adjournment and Next Meeting

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