



Marketing Advisory Committee

November 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), Mary Wagstaff (Chotto Matte), Nick Platt (Hotel Nikko), Marcus Sams (Moment Improv), Jill Plemons (Beacon Grand), Heiko Novak (Axiom Hotel), Elaine Clancy (Marriott), Rayna Kutzal (Hotel Council of SF), Dianna Cavagnaro, Stef (Hilton), Nicole Roumph (Hotel Council), Vas (Next SF), Aaron Danzig (SF Travel), Taylor Enstall (Samuel Scheur Fine Linens), Matt (Bodega SF), Jessica Rae (Rae Model & Talent Agency), Kelly Lukens (Westin St. Francis), Liz Polo (Polo Promotions), Blake McCall (Blake Charles Salon), Tyler Schrepel (SF Chamber of Commerce), Sylvia Faison Wilkerson (Event Organizers), Adam Thurman (American Conservatory Theater), Lucy Karilo (The Lola Agency), Tammy Brock (Property Owner), and Cassidy Zerrer (WeLoveSF).

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 12:04 p.m.

2. Public Comment

Mark called for public comment. Hearing no public comment, the committee proceeded with the agenda.

3. Approve the September 6, 2023 Minutes

Action: The committee unanimously approved the September 6, 2023, minutes as motioned by Jessica Rae and seconded by Liz Polo.

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

Mark publicized the opening of the two Tyler Florence cafes in Union Square park. He also noted the November 9th tree opening for press.



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

Mark invited Blake McCall to speak on his work regarding the Maiden Lane revival. Blake shared his walkthrough tour of Maiden Lane for prospective businesses, Office of Economic and Workforce Development, Brokers, and City of SF Planners to re-imagine the space. He also shared plans to collect multiple letters of intent to encourage businesses to come to Maiden Lane as part of a collective effort, encouraging committee members to see if themselves or their contacts are interested. He is also exploring the possibility of making Maiden Lane an outdoor entertainment District under the newly passed SB76.

5. Discussion: Marketing Committee Current Focus

Mark and Jessica presented details on the Alliance's current marketing projects. This includes working on a district-wide vetted influencer document, collaborating on district-wide itineraries for influencers, the day-in-the-life footage that the Alliance is turning into three videos, the QR code window decals, and guest blogs.

6. Overview: Winter Wander-land & Winter Walk

The committee discussed the district-wide Winter Wander-land campaign coming to the Square for the holidays including Winter Walk, Gump's Holiday Pop-Up, Macy's Great Tree, Safeway Holiday Ice Rink, Westin St. Francis Sugar Castle, Miracle @ PCH, Pop! Lounge, Breakfast with Santa, Holiday Teas, Macy's SFSPCA Holiday Windows, Bill Graham Menorah Lighting, Decorated Cable Cars, and Maiden Lane/ Hallidie Plaza Snowflakes. Additional information was given about Winter Walk, the Alliance's event featuring two blocks of pedestrian-only activity with food trucks and bars, live performances, children's activities, indoor holiday market hosted by Sunset Mercantile from December 15-24 with a VIP opening event on December 15 from 5:30-9pm.

7. Discussion: Holiday Fundraiser

Jessica and Mark publicized the Alliance's upcoming Holiday fundraiser on December 6th at Convene (100 Stockton). There are still sponsorship opportunities available for committee members and their contacts.

8. Discussion: Feedback on Bloom 2023



Jessica and Mark briefed the committee on a tentative Bloom 2024 timeline. Bloom 2024 will take place from March to August.

9. Overview: Upcoming Events & APEC

The committee discussed upcoming events including the Annual Holiday Safe Shopper Meeting, the Holiday Fundraiser, and Winter Walk as well as the previously discussed Holiday Community events.

The committee also reviewed information surrounding the upcoming APEC conference. Everyone in and around the secure areas should expect increased security throughout the week of November 11-17. Additional security measures will be in place during one portion of APEC week from November 15-18, due to the National Special Security Event (NSSE) designation by the U.S. Secret Service. The Alliance will be sponsoring additional cleaning and powerwashing during the period of some parts of the district

10. Update: Union Square Alliance Marketing Plan

Updates concerning the Alliance's marketing plan were given earlier in the meeting.

11. Adjournment and Next Meeting

- a. Next meeting is January 3, 2023, 12:00 pm