



Marketing Advisory Committee

January 17, 2024 — 3:00 – 4:30 p.m.
Hybrid Meeting, 291 Geary Street Suite 200 and via zoom

MINUTES

In attendance

Committee members: Mark Sullivan (Tiffany & Co), Blake McCall, Rayna Kutsal, Nicole Rumph, Kelly Lukens, Brian Fenwick (Marker Hotel), Alana (Rae Agency), Tammy Brock (Owner), Aaron Danzig (SF Travel), Michael Snyder (Banana Republic), Nick Graham-Wells, Alex Kirley (JLL), Lane Wade (JLL, 166 Geary), Sarah Gryder (Marriott), Kathleen Posades (King George Hotel and Inn at Union Square), Nan (Roxanne Cafe and Last Drop Tavern), Heiko Novak (Axiom Hotel), Rana (SF Centre), Jeff (SF Centre), Dianna Bulgo (3 Z Hotels)

Staff: Jessica Chilingirian (Marketing & Communications Associate), Ken Rich (Public Policy and Economic Development), Dianna Cavagnaro (Interim Director of Marketing), Liza Bernard (Events Coordinator)

1. Call to Order and Introductions

Observing a quorum present, Mark Sullivan called the meeting to order at 3:04 p.m.

2. Public Comment

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

3. Approve the November 6, 2024, Minutes

Action: The committee unanimously approved the November 6, 2024, minutes as motioned by Kelly Lukens and seconded by Blake McCall.

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

Mark reminded the committee to notify the Alliance of their February events and promotions. He reminded the committee members to stay connected via Slack.

5. Discussion: Marketing Committee '24 Focus & Marketing Plan Progress

Mark and Jessica presented details on the Alliance's current marketing projects. This includes building out a 2024 Marketing Plan that aligns with the 2022 Strategic Plan goals. They announced plans to share that with the committee at the next meeting. The



committee discussed a strategy for monetizing the website, which would generate additional revenue for Union Square Alliance to further promote the district and its members. Some committee members volunteered their businesses for a pilot program which would allow us to gain some data and build out a program and pricing model.

For the marketing committee focus updates, Jessica shared the 'Day in the Square' video campaign that was discussed in prior committee meetings.

6. Overview: Winter Walk Feedback

The committee discussed the impact and feedback surrounding the district-wide Winter Wander-land campaign and the Foundation's Winter Walk initiative. The Alliance shared visitor feedback and demographics, and overall statistics. The committee expressed the following improvements for future Winter Walk activations: ways to tie in more local, well-known entertainers (painters from start to finish, local school choirs), a VIP package, pre-ordering food from the local businesses managed by Door Dash, booths operated by the local restaurants, and communicating sponsorship opportunities earlier on.

7. Overview: Bloom 2024 Planning

Liza joined to discuss planning and preparation ideas for Bloom 2024. She walked the committee through the Bloom 2024 events and shared some best practices for bloom installations and cocktails. The Alliance can help connect businesses with local florists and has materials with cost estimates.

8. Overview: Save the Date- Annual Fundraiser Luncheon

Jessica and Mark briefed the committee on the upcoming Annual Fundraiser Luncheon which is tentatively planned for May 3rd at the Westin St. Francis.

9. Overview: Upcoming Events

The committee discussed upcoming events including Tulip Day, SF Live, Mother's Day Celebration, SF Art Fair, and the Chinese New Year Parade.

10. Adjournment and Next Meeting

- a. Next meeting is March 6, 2024, 12:00 pm