



Marketing Advisory Committee

March 6, 2024 — 12:00 – 1:30 p.m.
Hybrid Meeting, 291 Geary Street Suite 200 and via zoom

MINUTES

In attendance

Committee members: Mark Sullivan (Retail Consultant), Haja Mondisa (Beacon Grand), Rayna Kutsal (Hotel Council of SF), Lydia Jackosn (Mastro's), Andy Blake (Rae Agency), Vas Kiniris (Next SF), Gina Chinchilla (Dolce & Gabbana), Kristian Bonde (Morton's), Nick Graham Wells (Hilton/Parc 55), Jessica Rae (Rae Model & Talent Agency), Kelly Lukens (Westin St. Francis), Liz Polo (Polo Promotions), Blake McCall (Blake Charles Salon), Whitney Okuda (Z Hotels), Roger C Barrantes (Barnes Hotel), Jesse Kozar (John Varvatos), Diana Bulgo, (Z Hotels) Rose Gulliano (E&O), Noelle Nelson (Hot 8 Yoga), Stefan Aronsen (Hilton/Parc 55) , Rana Albazian (JLL), Sylvia Faison Wilkerson (Event Organizers), Jordan Tapley (Convене), Kristyn Carter (Convене), Lucy Karilo (Hotel Nikko/The Lola Agency), Desiree Hemmelgarn (Z Hotels)

Staff: Marisa Rodriguez, Jessica Chilingirian (Marketing and Communications Associate), Dianna Cavagnaro (Consultant), Ken Rich (Director of Economic Development & Policy). and Kristina Ghishan (Intern).

1. Call to Order and Introductions

Observing a quorum present, Mark Sullivan called the meeting to order at 12:03 p.m.

2. Public Comment

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

3. Approve the January 17, 2024, Minutes

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

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

Marisa made an announcement to the committee regarding the status of Macy's on Union Square, stating that the situation is saddening to hear, however, it is not closing until it is sold. Marisa then discussed the potential to reinvent Union Square. Marisa also noted that there are new businesses planning to open in the Union Square district.



5. Discussion: Marketing Plan

Mark outlined the objective of delighting both visitors and locals and attracting foot traffic and businesses to the Union Square District through creative and exciting services and activations. He discussed goals such as informing members about available marketing services and educating them on supported initiatives within Union Square. Funding for annual assessments, collected from property owners within the area, was also addressed, with a proportional sharing of funding among property owners in the district. Additionally, Mark highlighted two types of Affiliate Memberships available, and the marketing support provided by the Alliance, including website, social media, newsletters, PR, and the Marketing Committee.

Kelly Lukens asked about the allocation of effort and funding towards clean and safe services, Mark mentioned that approximately 72% is dedicated to this area, which has remained consistent over the years. Ken referred to the annual report for a detailed breakdown.

Gina proposed including statistics highlighting increased safety in Union Square, although concerns were raised about publishing statistics on social media. Questions were raised about the coverage of clean and safe services, including whether it extends to areas like Ellis and Taylor, to which Mark provided clarification.

He then proceeded to present the Marketing timeline of initiatives throughout the year, including Union Square in Bloom, the Annual Luncheon, Suit Up, Economic Development, and Marketing Summit, Summer Music Series, Annual Holiday Safe Shopper, Holiday fundraiser, and Winter Walk.

6. Deeper Discussion: Additional Monetization Strategies (Pilot)

Mark highlighted two types of Affiliate Memberships available. Jessica updated the committee that we're looking into switching website vendors to position the website to be an additional monetization avenue.

7. Overview: Bloom 2024 & Tulip Day

Jessica announced Tulip Day on March 9th and highlighted Union Square in Bloom, mentioning that some businesses will be offering promotions ahead of Tulip Day. She advised being prepared for the expected crowds during these events.

8. Overview: Annual Fundraiser Luncheon

Mark shared details about the upcoming Union Square Foundation Annual Fundraiser Luncheon, emphasizing its significance as an opportunity for members and stakeholders



to celebrate and contribute to maintaining Union Square as a world-class destination. The theme for this year's event is "Infinite Progress," symbolizing Union Square's enduring legacy and perpetual momentum. The theme highlights the unique strength and spirit of San Franciscans, who continue to propel progress despite challenges. Mark emphasized the commitment to a circular approach, ensuring ongoing evolution to meet the needs of the present and future. Sponsorships and individual tickets for the event are now available, inviting participation in supporting Union Square's continued success.

9. Overview: Upcoming Events

Jessica discussed the Bloom activations, including the Bloom dress, Bloom passport, and the upcoming Spring Fling event. These initiatives are part of the Union Square in Bloom program, aimed at enhancing the district's appeal during the spring season. Mark concluded the meeting by announcing upcoming community events, notably the annual fundraiser luncheon scheduled for May 3rd.

10. Action:

The Marketing Plan was approved unanimously, as motioned by Blake McCall and seconded by Liz Polo.

11. Adjournment and Next Meeting

- a. Meeting was adjourned at 1:35 p.m. Next meeting is May 1, 2024, 12:00 pm