



## Marketing Committee

Meeting Agenda Wednesday, May 1, 2024, 12:00 p.m.

Hybrid: 291 Geary Street or Zoom

Chair: Mark Sullivan

## Minutes

### In attendance

Committee members: Mark Sullivan (Retail Consultant), Lydia Jackson (Mastro's), Jessica Rae (Rae Agency), Kelly Lukens (Westin St. Francis), Liz Polo (Polo Promotions), Blake McCall (Blake Charles Salon), Isaiah Holt (Carmina Shoemaker), Sylvia Faison Wilkerson (Event Organizers), Marie-Claire (SF Playhouse), Katie Patton (Back of the House), Brian Fenwick (Marker Hotel), Stefan Aronsen (Hilton/Parc 55), Trayan Piroev (One65), Stephanie Thomas (Grand Hyatt), Adam Thurman (A.C.T), Ashley McFarland (Marriott Union Square), Jordan Tapley (Convvene), Tammy Brock (Property Owner), Marc Capalbo (Gump's)

Guest: Jolo Merilleno (SF Live)

Staff: Ken Rich (Director of Economic Development & Policy), Dianna Cavagnaro (Consultant), Jessica Chilingerian (Marketing and Communications Associate) and Kristina Ghishan (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, the committee proceeded with the agenda.

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

### 4. Introductions & Announcements: What's Happening in Union Square & Narrative/Press Updates

Mark reminded the committee about the Slack marketing channel that members can join to stay in touch between meetings.

Jessica presented updates regarding press opportunities. One notable opportunity discussed was the chance to write and publish a series of four sponsored articles in the San Francisco Business Times titled "The Bloom Loop." This series aims to showcase the enduring strength and evolving progress of Union Square, highlighting its pivotal role in the city's economic landscape. The objective is to enhance Union Square's image as a vibrant and inclusive location that fosters economic growth and community engagement. Additionally, there was mention of



collaboration with Ali Wunderman, a Forbes contributor, to collaborate on this initiative. Additionally, Nob Hill Gazette offered a package which is now sold out to nine Union Square businesses and the Alliance, comprising two featured spreads: "Bloom Spread" in June and "Gift Guide/Holiday Guide" in December. Jessica highlighted the affordability of this package at \$15,000 total, approximately \$1,600 per participating business.

## **5. Update: Website UX and Monetization Update**

During the meeting, Jessica provided an update on Website Enhancement & Monetization goals. The objectives include improving user experience by facilitating easier discovery of local businesses and attractions, as well as implementing display ads, video ads, or sponsored content on the main website to generate additional revenue for marketing promotions. The timeline involves an 8-week focus on enhancing navigation and developing affiliate advertising strategies, with a trial program set to begin in Summer 2024 and the official launch planned for September 2024.

Dianna also sought feedback on website functionality and welcomed ideas from other successful websites to further enhance the Union Square website's effectiveness. Liz Polo proposed enhancing the website by adding features such as text translation into different languages and dedicated sections highlighting happy hours, client lunches, pet-friendly establishments, and family-friendly venues. Brian Fenwick also suggested implementing a survey for businesses to provide input on category preferences.

## **6. Update: SF Live Marketing Team Presentation**

Jolo Merilleno from the SF Live Marketing Team presented an overview of their upcoming events, highlighting free outdoor live music shows scheduled for the next six months, with seven of them taking place directly in Union Square. These events are genre-encompassing and family-friendly. For Union Square specifically, upcoming shows are planned as soon as June 13th and June 15th. The marketing efforts primarily operate through Instagram and the website, occasionally using TikTok and Facebook.

He noted that businesses interested in participating can engage with SF Live by visiting [sflivefest.com](https://sflivefest.com) or contacting him to feature special offers on the SF Live website for Union Square shows.

## **7. Update: Union Square in Bloom + Mother's Day**

Jessica presented an overview of the Bloom initiative, showcasing participation from 38 businesses across various sectors and Bloom-themed displays at 8 public realm locations. In addition, 24 bars and restaurants will offer floral cocktails to enhance the experience. The campaign will gain significant exposure through media outlets like the Nob Hill Gazette, Lux Club Magazine, and the Do the Bay Package, reaching a broad audience of over 2 million readers, viewers, and subscribers.

As part of the Bloom festivities, a special Mother's Day event will be held on May 12, 2024, from 2:00 to 5:00 pm. This celebration will feature Salsa music, dance



instruction, gourmet bites, and a spritz bar by Tyler Florence's Miller & Lux Provisions. The event's highlight will be a runway show presenting couturier Collen Quen's designs inspired by Union Square in Bloom, including the stunning Dahlia Gown. Jessica also informed the committee that the Alliance won an award with the International Downtown Association for Bloom.

## **8. Discussion: Winter Walk**

Mark sought input for enhancing upcoming events following the success of Winter Walk 2023. Jessica noted the positive impact on local businesses, with sold-out products and full capacity attendance. Dianna mentioned plans to involve an event production company and attract more sponsors and booths for the next event.

Liz suggested making Maiden Lane more inclusive by providing Instagram-friendly opportunities, especially since it was empty during Winter Walk. Brian recommended moving the indoor marketplace outside for better social distancing and extending Santa's presence beyond two days, along with featuring a choir or dance group for families. Blake proposed establishing a Winter Walk committee and inviting Disney characters to make appearances during the event. Isaiah suggested hosting a movie night at the square.

## **9. Overview: Upcoming Events**

Mark announced that the Annual Fundraiser Luncheon is sold out, showcasing strong community support for the event. He also highlighted upcoming events, including the Mother's Day Event on May 12th, SF Live events on June 13th and 15th, and the Blooms and Bubbles bar crawl scheduled for July 20th.

Kelly requested to include the Christmas tree lighting on the agenda for an upcoming meeting. Mark acknowledged this request, indicating the importance of discussing and planning for this annual event.

Also, Mark told the group there will be no meeting on July 3rd, with the next rescheduled to July 10<sup>th</sup>.

## **Adjournment and Next Meeting**

The meeting was adjourned at 1:17 p.m. The next meeting is on Wednesday, July 10<sup>th</sup> at 12:00 p.m.