



Marketing Committee

Meeting Agenda Thursday, July 11, 2024, 3:30 p.m.

Hybrid: 291 Geary Street or Zoom

Chair: Mark Sullivan

Minutes

In attendance

Committee members: Mark Sullivan (Retail Consultant), Brian Fenwick (Marker Union Square), Sylvia Faison Wilkerson (Event Organizers), Chloe (Chamber USF), Juan Rebuffo (SF Playhouse), Madison Jacobi (Marker Union Square), Haja Mondisa (Beacon Grand), Liz Polo (Polo Promotions), Jerrel Brown (Dapper Down Barber Lounge), Tammy Brock (Property Owner), Stefan Aronsen (Hilton/Parc 55), Angela Little (Cuyana), Kaelin Hughes (Westin St. Francis), Taylor Enstall (Samuel Scheuer), Marc Capalbo (Gump's), Isaiah Holt (Carmina Shoemaker), Chanel Schulhauser (Luxury Collection)

Staff: Marisa Rodriguez (Chief Executive Officer), Dianna Cavagnaro (Consultant), and Jessica Chilingirian (Marketing and Communications Associate).

1. Call to Order and Introductions

Observing a quorum present, Mark Sullivan called the meeting to order at 3:35 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 May 1, 2024 minutes as motioned by Liz Polo and seconded by Brian Fenwick.

4. **Action:** The committee unanimously approved a letter of support for United Airlines, as motioned by Brian Fenwick and seconded by Liz Polo.

5. 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.

He also provided an update on the ongoing efforts to execute the Alliance Marketing Plan, emphasizing the importance of PR. Mark presented a proposal to transition to Progress Public Affairs as the new PR consultant, highlighting their strong neighborhood ties and active involvement as partners. Their expertise in strategic communications, political advocacy, and community relations has been instrumental in supporting the community. Marisa added that, despite the small size of the Alliance team, they have been highly effective. She noted that the



community has expressed interest in how we can better counter the negative narrative. She recommended Progress Public Affairs as an outlet for us to take that next step and level up our PR efforts.

Jessica gave a brief overview of the earned and paid press opportunities from June and July which included the 4 part SF Business Times series, Lux Club Magazine, and the Nob Hill Gazette. In addition, Fox KTVU2 covered the Bloom Gown as part of an AAPI Heritage Month story and Live in the Bay invited us on to promote the Bloom Passport Program, Mother's Day Salsa Event, and all the Mother's Day offerings in the district. Finally, Jessica shared information on the Powell Street Improvement Project which was picked up by 14 media outlets.

6. **Action:** The committee unanimously approved for the Alliance to move forward with Progress Public Affairs contract, as motioned by Brian Fenwick and seconded by Liz Polo.

7. **Update: Website UX and Monetization Update**

During the meeting, Jessica provided an update on the Website Enhancement & Monetization goals, sharing mock designs for committee feedback. The new designs focus on improving user experience by making it easier to discover local businesses and attractions, while also introducing display ads to generate additional revenue for marketing promotions. The Marker Hotel and Blake Charles Salon volunteered to participate in the ad pilot program and are now featured on the homepage. Additionally, a new feature simplifies the newsletter sign-up process. The Marketing team will share performance data from the pilot and plans to officially launch the program by the end of September.

8. **Update: Winter Walk**

Mark provided an update from the subcommittee focused on Winter Walk. In that meeting, the budget was reviewed, and dates were finalized. Winter Walk 2024 will take place from Friday, December 13th to Sunday, December 22nd. The event will not extend through Christmas Eve (Tuesday, December 24th) to allow for a two-day teardown. Since labor is difficult to secure on the 25th and 26th, extending the event would increase costs. By ending earlier, we can save money and allocate the limited funds towards enhancing the event experience. The street closure will impact Post to O'Farrell on Stockton Street. Maiden Lane will not be turfed.

9. **Update: Summer Events**

Jessica updated the group on upcoming events including the Blooms & Bubbles Bar Crawl (July 20th) and Bloomies Closing Finale Event (August 17th). There was an ask to the committee for donation of items for the Bloom Passport Raffle winner.

10. **Discussion: Marketing & Economic Development Summit**

Jessica informed the committee of the upcoming event on August 29th for the Marketing & Economic Development Summit. The event will focus on Marketing and outlining how to leverage the Alliance's Marketing machine. The Alliance will go door to door and invite the community to this event.

11. **Overview: Additional Upcoming Events**



Mark briefly ran through the community events that will be taking place between now and August including SF Playhouse's Evite, Cuyana Sample Sale, Sips of Summer at Morton's, Ramy Youssef at Curran Theater, and Sommelier Smackdown at Morton's.

The Alliance and Foundation Events include SF Live concert, Blooms & Bubbles Bar Crawl, West Grand Brass Band, Bloomies, and the Marketing & Economic Development Summit.

Adjournment and Next Meeting

The meeting was adjourned at 4:55 p.m. The next meeting is on Wednesday, September 11th at 12:00 p.m.