



Meeting Agenda September 11, 2024, 12:00 p.m.

Hybrid: 291 Geary Street or Zoom

Chair: Mark Sullivan

Minutes

In attendance

Committee members: Mark Sullivan (Retail Consultant), Aaron Danzig (SF Travel), Vas Kinris (Next SF), Nick (Tratto), Tammy Brock (Property Owner), Blake McCall, Kelly Lukens, Brian Fenwick, Liz Polo, Will Reisman (Progress PR), Adam Thurman (A.C.T.), Isaih (Carmina), Juliana Bruinin (Progress PR), Lydia Jackson (Mastro's), Mike Nguyen (Barnes Hotel), Sylvia Faison Wilkerson (Event Organizers), Zie Moyes (Spot Hero)

Staff: 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 12:05 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 July 11, 2024 minutes as motioned by Liz Polo and seconded by Brian Fenwick.

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.

He also provided an update on the ongoing efforts to execute the Alliance Marketing Plan, emphasizing the importance of PR. Mark introduced Will Reisman from Progress Public Affairs, the new firm working with the Alliance. Will highlighted 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. They hit the ground running with providing support for the Ricky Pearsall incident. Juliana communicated that they're very invested in the district and are here to push back on narratives going on in the City. They experience and live and breathe this and want it to thrive.

5. Update: Website UX and Monetization Update

During the meeting, Jessica provided an update on the Website Enhancement & Monetization goals, sharing that the previous mockup designs had been implemented/ 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.

6. Update: Winter Wander-land

Mark provided an overview of the holiday plans for the district-wide Winter Wander-land campaign which includes Gump's Holiday Store, the Ice Rink, SFSPCA Holiday Pet Windows, and a lot of other events. Mark instructed the committee to send us their events and promotions for the Alliance to market and enhance the visitor experience.

7. Update: Winter Walk

Blake and Mark, co-chairs of the Winter Walk committee, have confirmed the event dates as December 13–22, for a 10-day activation. The event will take place on Stockton Street, with the Alliance currently gathering feedback from surrounding businesses to address any concerns, and the event needing to be approved by ISCOTT in mid-October. These two weekends are among the busiest leading up to the holidays. To optimize the budget, the Monday and Tuesday of Christmas week were cut, allowing for enhancements on the remaining days. Sponsorship opportunities are still available. Brian Fenwick highlighted the need for businesses to begin promoting the event as soon as possible. Jessica added that advertising opportunities include BART, Do the Bay, and other local platforms.

8. Discussion: Union Square in Bloom Impact

Mark and Jessica presented the results of the Bloom campaign along with the announcement of the Bloomie's winners, as chosen by public vote. Initial information about the 2025 event was shared, with more details to come at the next meeting. JPM Chase and Amazon have already confirmed their sponsorship for next year's event.

9. Overview: Additional Upcoming Event

Mark briefly ran through the community events that will be taking place between now and August including Bhangra and Beats After Party, Dreamforce, Artist Reception at Caldwell Snyder Gallery, and The Play That Goes Wrong at SF Playhouse.

The Alliance and Foundation Events include SF Live concerts, Cambodia Day, and the Destination Downtown photo exhibition.

Adjournment and Next Meeting

The meeting was adjourned at 1:45 p.m. The next meeting is on Wednesday, November 6 at 12:00 p.m.