



Marketing Committee Meeting

Wednesday, September 10, 2025, 12:00 p.m.

Hybrid: 291 Geary Street or Zoom

Chair: Mark Sullivan

Minutes

In attendance: Mark Sullivan (Community Member), Mark Hennon (Biederman Redevelopment Ventures), Brian Fenwick (The Marker Hotel), Heiko Novak (Axiom Hotel), Lesley Frowick (Halston Foundation), Jessica Rae (Rae Studios), Kelly Lukens (St. Francis Westin), Tiffany Long (Nintendo), George Michael Mehocic (Dandelion Chocolate), Taylor Enstall (Linen Society), Taylor Jay (Taylor Jay Collection), Adriann Boschee (Grand Hyatt), Dustin Durham (Morton's Steakhouse), Beth Nifong (Bonneville), Kim Bitran (Bonneville Bay Area), and Tammy Brock (Property Owner).

Staff: Daniela Vasile (COO), Liza Bernard (Events Coordinator), Hollie Chiao (Marketing and Communications Associate), and E. Ryan Santamaria (Intern).

1. Call to Order & Roll Call

Mark Sullivan called the meeting to order at 12:09 p.m. and took roll call.

2. Public Comment

Mark called for a public comment. Hearing none, the meeting continued.

3. ACTION to approve the July 9, 2025, meeting minutes

Mark directed the committee to review the minutes from the July 9, 2025, meeting, sent out in advance.

Action: The committee unanimously approved the July 9, 2025, meeting minutes as motioned by Brian Fenwick and seconded by Jessica Rae.

4. Introductions: Newcomers & Bonneville

Mark welcomed and introduced new business, Dandelion Chocolate, to the district. The retail manager, George Michael Mehocic, introduced himself and expressed his excitement and gratitude for Union Square. Tiffany Long introduced herself as the Senior Consumer Programs Specialist at Nintendo. She shared that Nintendo has been finding success after their grand opening in May.

Special guests from Bonneville Bay Area, Kim Bitran and Beth Nifong, introduced themselves and gave an overview of their company. Bonneville is a media company that offers marketing solutions for businesses through its local radio stations like 96.5 KOIT and 99.7 NOW. They expressed their eagerness to collaborate with the Alliance for the upcoming holiday season.

Another special guest, Lesley Frowick from With Love, Halston Foundation, teased an upcoming partnership with the Alliance for Union Square in Bloom 2026. Led by



American fashion designer Roy Halston Frowick's niece, Lesley continues her uncle's legacy through scholarships, mentorship, and collaboration to uplift and inspire fashion design students.

5. Overview: Social Media & Newsletter

Hollie provided a monthly update regarding both social media statistics and newsletter rates. Throughout July 9th – September 8th, the Alliance's social media platforms gained over 342K views (14.6% from ads) with over 60K accounts reached. For interactions, there were over 4,700 interactions (11.9% from ads) with over 240 saves, 770 shares, and 2,200 accounts engaged. Lastly, 1260 followers were gained over the last two months. Overall, Hollie found success in boosting Instagram posts, resulting in increased visibility and impressions.

Hollie reported on the open rates for the Consumer Newsletter, which was 32.4%, a 5.8% increase since July 8, and the BID Member Newsletter at 51.6%, a 2.3% increase since July 8. Hollie reminded the committee to send her the details of any events they want to include in the newsletters, at least two weeks before the publication date.

6. Overview: Bloom Events Recap

Liza recapped the last Bloom event of the year, the Bloomie Awards. The event consisted of a make-your-own bouquet station by ZaddyBloom and food and beverages hosted by Tratto to showcase their new chef. The winners are as follows for their respective categories: J. Roland for Best Salon, The Post Room for Best Cocktail, The Stage/Marbled Mint for Best Public Realm Design, John's Grill for Best Restaurant, Linen Society for Best Small Business, The Marker for Best Boutique Hotel, The Westin St. Francis for Best Big Hotel, and CK Contemporary for Best Theater/Gallery. Liza noted the success of this event with over 100 guests in attendance to support the businesses throughout the district.

Furthermore, Liza provided an overarching summary of all the events during the months of Union Square in Bloom. There were over 45 participating businesses and public realm installations in total. On March 22, the seasonal campaign kicked off with Tulip Day, as 50K residents and visitors flooded the district and 25K individuals gathered for 80K tulips in the Plaza. On May 11, the Alliance hosted a Mother's Day Fashion Show for 2,500 attendees with fashion designer Jad Racha showcasing his collection of dresses. The Alliance seeks to build on this momentum in 2026 with a Halston Foundation collaboration. Finally, on July 19, there was a Blooms and Bubbles Bar Crawl with over 100 participants enjoying the nightlife of Union Square. Liza reported that some bars saw a 50% increase in sales compared to any other Saturday night.

Overall, the Alliance was appreciative of all the participants and attendees in their Union Square in Bloom community-wide events. Liza emphasized the significance of feedback from the businesses since the Alliance shares the information with the city that provides them grants to fund events like these. She notified the committee that she will be sending out a survey for them to fill out.

7. Preview: Cable Car Turnaround Arts

Hollie shared that the Alliance has been hosting a public art program with weekly



activities called the Cable Car Turnaround Arts. Three more art installations will be activated with a guitar slide as the most recent installation, a banana bench (currently), a Dia de Los Muertos backdrop for October and November, and concludes with a Christmas sled during the holiday season. The current weekend activities consist of embroidery kit workshops, live salsa music, and face painting. The upcoming activities alongside the Dia de Los Muertos activation are pumpkin painting and a mariachi band.

8. Preview: Afternoons on the Lane

Hollie announced that the Alliance is bringing back the Lunch on the Lane but a rebrand as Afternoons on the Lane. The opening reception is on September 11, celebrating with light snacks, beverages, live music entertainment, and quaint outdoor seating. Afternoons on the Lane will consist of live music and special promotions with local businesses on Maiden Lane.

9. Preview: Winter Walk 2025

Liza discussed that Winter Walk this year will commence from December 13 – Dec 24. The Winter Walk presenting sponsor is JP Morgan Chase with OEWD serving as other sponsors as well. The partners for this activation include SFSPCA, Salvation Army, West Coast Craft, WearetheKind, and Build Group. There will be food trucks, two outdoor bars, one stage with daily entertainment, Cable Car Bell Ringing, and a children's corner. Discussion took place regarding food trucks, increasing business involvement within the district, and attracting more foot traffic during the holiday season.

Formerly known as Winter Wander-land in Union Square, the holiday season campaign was rebranded to Holidays in Union Square featuring Winter Walk. All These Wonders designed the promotional marketing assets that incorporate archival images with a modern aesthetic. The campaign leans into the nostalgia of Union Square and creates playful visuals that appeal to the masses.

10. Preview: Bloom 2026

The beginning of Bloom 2026 is expected to start off with Tulip Day on March 21 in partnership with Royal Anthos & Consulate General-Netherlands. Furthermore, the Alliance is partnering up with the With Love, Halston Foundation. There will be a Bloom dress design challenge with fashion design students of the Academy of Arts. Hollie encouraged the committee to get involved through opportunities such as hair and makeup sponsorships and hosting themed gatherings.

Additional Bloom events and details will follow as the season approaches.

Adjournment & Next Meeting:

The meeting was adjourned at 1:15 p.m. The next meeting is Wednesday, November 12th, 2025, at 12:00 p.m.