



Marketing Committee Meeting

Wednesday, November 12, 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), Amy Foo (Biederman Redevelopment Ventures), Brian Fenwick (The Marker Hotel), Liz Polo (Polo Promotions), Heiko Novak (Axiom Hotel), Lesley Frowick (Halston Foundation), Jessica Rae (Rae Studios), Tiffany Long (Nintendo), Dustin Durham (Morton's Steakhouse), Eunice Gaxiola Cazarez (Fashionphile), Adrian Villasenor (Fashionphile), Miguel Pimentel (Fashionphile), Mirjam Sonleithner (Hotel G), Sylvia Faison Wilkerson (Event Organizers), Stephen A.

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 12:03 p.m. and took roll call.

2. Public Comment

Mark called for a public comment. Some committee members shared upcoming event announcements related to their business/company.

3. ACTION to approve the September 10, 2025, meeting minutes

Mark directed the committee to review the minutes from the September 10, 2025, meeting, sent out in advance.

Action: The committee unanimously approved the September 10, 2025, meeting minutes as motioned by Liz Polo and seconded by Jessica Rae.

4. Introductions:

As this was their first in-person attendance, Eunice G. Cazarez and Adrian Villasenor introduced themselves as representatives of Fashionphile.

5. Public Relations

Hollie announced that Marisa's official public-facing Instagram account is now up and running. It is managed externally but the Alliance will work closely with the third party. Marisa is open to discussing content collaborations to constantly promote Union Square. A professional website for Marisa is currently in progress.

6. Social Media

Hollie presented the social media performance metrics, comparing the periods of July 9 – September 8 and September 10 – November 10.



For July 9 – September 8, the account recorded approximately 342K view (14.6 from ads), reached 61K accounts, and generated 4.7K interactions (11.9% from ads). During this period, there were 240 saves, 770 shared, and a net gain of 1260 followers gained.

For September 10 – November 10, performance increased to approximately 501K views (15% from ads), with 91K accounts reached. Interactions totaled 4.6K interactions (13.5% from ads). The account recorded 220 saves, 570 shares, and gained 1811 followers.

Hollie aims to enhance community engagement by creating content such as “Steal my Itinerary series,” which highlights multiple district businesses through a curated, day-long visit experience.

7. Union Square Foundation Holiday Party

Liza shared that the USF Annual Holiday Fundraiser was coming up on Tuesday, December 2, 6-9pm at Chotto Matte. The event will include music, a photobooth, food and beverages, prizes, and a casino-themed night. The casino is in lieu of a silent auction, as a percentage of the proceeds go to SF General Hospital.

8. Holidays in Union Square

Hollie noted that Holidays in Union Square are approaching, with several activations planned. She highlighted the Powell Street Sled at the Cable Car Turnaround Arts, which will run from December 6 through January 9. The activation will feature free weekend programming, including pin making, ornament painting, Christmas carolers, and live jazz entertainment. The December 6 launch will include a press conference, a Santa Claus meet-and-greet, and Christmas carolers. Additionally, Hollie sought potential giveaway opportunities, such the distribution of coupons for dance classes as well as drink and dessert deals.

Furthermore, the Ornament Trail presented by Lending Club will commence on December 6th through the 24th. A treasure hunt for 11 decorated ornaments will bespread throughout the district. Supporting sponsors include Nintendo, GAP Inc., Mayor Daniel Lurie, and SFOEWD. Instructions are to take a photo with the 11 ornaments and show the attendant at the CCTA info kiosk to redeem a prize.

9. Winter Walk: Details

Liza announced the 2025 Winter Walk presented by JP Morgan Chase, which will take place on Stockton Street as a 12-day activation, starting from December 13 through Christmas Eve. Nintendo will serve as the Featured Sponsor, GAP Inc. as the Holiday Marketplace Sponsor, and Amazon as the Turf Sponsor. Additional sponsors include United, KRON4, the City of San Francisco, OEWD, Mayor Daniel Lurie, and the SFDDC. Event partners include SFSPCA, Salvation Army, West Coast Craft, Habitat for Humanity, WeAreTheKind, and Build Group.

Planned activations include food trucks, two outdoor bars, 10 artisan vendors daily, a stage with daily entertainment, a Kiddie Corner featuring SCRAP and local children’s museums, SF Travel’s Rose Bowl Parade float building, and a Logitech art pop-up store.

The VIP Opening Reception will include a ribbon-cutting ceremony, a performance by



Mission High Mariachi, and remarks from sponsors and city officials. Discussion followed regarding food truck participation and outreach efforts to collect special holiday promotions aimed at increasing business exposure and driving foot traffic.

10. Holidays in Union Square: Marketing Plan

Hollie provided an overview of the Holidays in Union Square marketing plan. The plan includes promoting holiday specials and seasonal offerings from local businesses, highlighting holiday events throughout Union Square, producing a “Steal My Itinerary” content series, showcasing holiday décor across the district, and promoting the Menorah Lighting on December 14. The plan also incorporates Holidays in Union Square social media templates to encourage businesses to participate as collaborators.

11. Upcoming Events

- BOD Meeting – Thursday, November 20 at 9am
- Third Thursdays on Ellis – Thursday, November 20 at 5pm
- USF Holiday Fundraiser – Tuesday, December 2 from 6-10pm
- Launch of The Ornament Trail & Powell Street Sled – Saturday, December 6 from 12-2pm
- Winter Walk VIP Opening Reception – Saturday, December 13 from 4-6pm
- Winter Walk – December 13 – December 24
- Next Marketing Committee Meeting – January 14 at 12pm

12. Adjournment: 10:45

Next Meeting:

The next meeting is Wednesday, January 14, 2026, at 12:00 p.m.