



Marketing Committee Meeting

Wednesday, January 14, 2026, 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), Lesley Frowick (Halston Foundation), Brook Frowick (Halston Foundation), Tiffany Long (Nintendo), Eunice Gaxiola Cazarez (Fashionphile), Tony Wessling (Wessling Contemporary), Mirjam Sonneithner (Hotel G), Sylvia Faison Wilkerson (Event Organizers), Kat Cruz (Chotto Matte), Mary Correia (Dandelion Chocolate), Stefan Aronsen (Hilton San Francisco Union Square), Adriana Boscee (Grand Hyatt San Francisco), and Tammy Brock (Property Owner).

Staff: Daniela Vasile (COO), Liza Bernard (Events Coordinator), Hollie Chiao (Marketing and Communications Associate), Marlene Mendoza (Project Coordinator), Melanie Medina (Executive Assistant), 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. Mark Hennon of BRV shared that their programming will commence on January 30 and will include activities such as ping pong, foosball, and special activations in conjunction with Super Bowl week. Additionally, Stefan Aronsen noted that both their Hilton San Francisco Union Square and Parc 55 San Francisco have been sold and are preparing to undergo renovations.

3. ACTION to approve the November 12, 2025, meeting minutes

Mark directed the committee to review the minutes from the November 12, 2025, meeting, sent out in advance.

Action: The committee unanimously approved the November 12, 2025, meeting minutes as motioned by Tammy Brock and seconded by Stefan Aronsen.

4. Introductions:

No additional introductions were made following the roll call.

5. Social Media Recap

Hollie Chiao provided an overview of the Alliance's social media performance for the two-month period from November 12 through January 13. During this time, the Alliance's platforms generated approximately 736K impressions, 9K engagements, 103K in audience growth, and 91K video plays. Hollie also shared highlights from the 2025 year-



end report. Overall performance for the year included approximately 2.93M impressions, 47K engagements, 104K in audience growth, and 553K video plays across the Alliance's social media channels. Tammy Brock suggested expanding marketing efforts to better represent and promote businesses throughout all 27 blocks of the neighborhood.

Hollie announced a new booking initiative that allows committee members and other community stakeholders to schedule 45-minute content creation appointments with the Alliance's marketing team. Twice per month, the Alliance will open its social media calendar to conduct on-site visits with participating businesses to capture promotional content. This initiative provides an opportunity for businesses to highlight hotel packages, new menu offerings, newly arrived retail inventory, and other updates. Additionally, the Alliance's social media calendar will incorporate themed content tied to special holidays and observances, including National Croissant Day, International Dance Day, National Hairstylist Appreciation Day, National Steak Day, and others.

6. Winter Walk Recap

Hollie recapped the campaign performance reports for DoTheBay and Funcheap. The DoTheBay campaign ran from December 1 through December 24, 2025, with a total cost of \$2,500. Key results included more than 932K total impressions, over 4.6K engagements, a 40.78% average email open rate, more than 1.8K giveaway entries, and a cost per engagement of \$0.54. The Funcheap campaign ran from December 11 through December 24, with a total cost of approximately \$950. Campaign metrics included over 58K impressions, more than 17K engagements, a 29.7% average email open rate, and a cost per engagement of \$0.05.

In comparing the two campaigns, key takeaways indicated that Funcheap generated higher engagement at a significantly lower cost per engagement, resonated strongly with survey respondents, and achieved results with a relatively small budget. In contrast, DoTheBay delivered substantially greater reach, a strong email open rate, and high participation in the campaign giveaway.

Hollie also shared general audience feedback from the Winter Walk experience. The Alliance received approximately 180 survey responses. Of those respondents, 96.7% rated their experience as good to excellent, while 84.4% rated it as very good to excellent. Additionally, 90% indicated they would return to Winter Walk next year. The most popular attractions cited by respondents included holiday decorations, food and beverage offerings, arts and crafts activities, stage entertainment, and the holiday marketplace.

7. Holidays in Union Square Recap

Hollie reported that the *Holidays in Union Square* season featured a range of art installations and promotional campaigns throughout the district. The Ornament Trail, presented by LendingClub, attracted more than 1.9K participants. The Powell Street Sled at the CCTA generated over 41K Instagram impressions and more than 190 shares.

Additionally, Marisa Rodriguez and Golden State Warriors NBA Champion and TV/social



media personality, Festus Ezeli, partnered on a campaign highlighting the district, visiting local businesses and holiday activations. The campaign generated more than 101K total impressions across platforms.

8. Afternoons on Maiden Lane

Marlenne announced that *Afternoons on Maiden Lane* has continued with a new programming series that launched on January 9 and will run through February 8. The first week's programming included scrapbooking with the S.F. Junk Journal Club, a charm crawl with Charmed in S.F., and live salsa performances and lessons hosted by We Are the Kind.

Upcoming programming in the following weeks is expected to include activities such as gelli printing, line dancing, an art workshop, junk journaling, a Latinas4ever event, swing dancing, weaving, art games, and Maiden Makeover programming.

9. Tulip Day Marketing Plan, Bloom

Liza announced that the annual Tulip Day will take place on March 21. JPMorganChase has expressed strong interest in serving as the lead sponsor and hosting an activation in the Plaza. The Alliance is also exploring the possibility of converting the event into a ticketed experience. Liza encouraged committee members to finalize and submit their Bloom specials as soon as possible.

The Bloom Fashion Show is scheduled for May 8 in the Plaza and will be held in collaboration with the With Love, Halston Foundation and the Academy of Art University. The event is part of a Halston design challenge offered as an extracurricular project for Academy of Art students. Ten bloom-themed designs will be featured, each created by a different student. Five students have already been selected, and the remaining five will be chosen later this month to prepare for the final show. To build anticipation in the months leading up to the event, behind-the-scenes content, such as students' mood boards, sketches, and garment construction, will be shared across social media platforms. Hollie noted that the Alliance is currently seeking hair salon and makeup artist partners within the district to support the fashion show.

A new Bloom program titled *Local Garden* will launch this year with the goal of driving consistent foot traffic to a variety of local businesses in Union Square through exclusive, themed offerings. Each month, the Alliance will introduce a new "Local Garden" theme featuring a curated group of three to five local businesses, each providing a limited-time offering promoted and available for one week. The program will launch in April and run through August. Example themes include "Bouquets & Blowouts," "Petals & Pastries," and "Floral Scents & Flow." Participating businesses may offer floral-inspired food or beverage items, unique service packages, in-store activations (such as perfume-making or floral workshops), or other exclusive experiences designed to attract visitors. Each participating business will receive a \$500 stipend to help offset costs and support the delivery of a high-value public experience.

10. Upcoming Events, BRV

- Next Marketing Committee Meeting – Wednesday, March 11 at 12pm



- BOD Meeting – Thursday, January 22 at 9am
- Super Bowl Week – February 2-8
- Tulip Day – Saturday, March 21
- Bloom Fashion Show – Friday, May 8
- BRV Programming + Events

11. Adjournment: 1:11 p.m.

Next Meeting:

The next meeting is Wednesday, March 11, 2026, at 12:00 p.m.