



## Marketing Committee Meeting

Wednesday, March 11, 2026, 12:00 p.m.

Hybrid: 291 Geary Street or Zoom

Chair: Mark Sullivan

### Minutes

**In attendance:** Mark Sullivan (Community Member), Brian Fenwick (The Marker Hotel), Jessica Rae (Rae Studios), Lesley Frowick (Halston Foundation), Kelly Lukens (Westin St. Francis), Tiffany Long (Nintendo), Eunice Gaxiola Cazarez (Fashionphile), Mark Coulter (San Francisco Marriott Union Square), Sylvia Faison Wilkerson (Event Organizers), Kat Cruz (Chotto Matte), Ajaya Bhatnagar (Caldwell Snyder Gallery), Adriana Johnson (J. Roland Salon), Tammy Brock (Property Owner), Heiko Novak (Axiom Hotel), and Jane Kang (SF Chamber of Commerce).

**Staff:** Liza Bernard (Events Coordinator), Hollie Chiao (Marketing and Communications Associate), Marlene Mendoza (Project Coordinator), and E. Ryan Santamaria (Intern).

#### 1. Call to Order & Roll Call

Mark Sullivan called the meeting to order at 12:02 p.m. and took roll call.

#### 2. Public Comment

Mark Coulter shared that the San Francisco Marriott Union Square will begin its Bloom installation on St. Patrick's Day. Brian Fenwick added that The Marker Hotel has already completed its Bloom décor installation and will debut a Bloom-themed cocktail in time for Tulip Day.

#### 3. ACTION to approve the January 14, 2026, meeting minutes

Mark directed the committee to review the minutes from the January 14, 2025, meeting, sent out in advance.

**Action:** The committee unanimously approved the January 14, 2025, meeting minutes as motioned by Brian Fenwick and seconded by Kelly Lukens.

#### 4. Introductions:

No introductions were made.

#### 5. Social Media Recap

Hollie Chiao provided an overview of the Alliance's social media performance for the period of January 13 through March 10. During this timeframe, the Alliance's platforms generated approximately 1.1 million impressions, 4.9K engagements, 1.4K in audience growth, and 1.4K shares. She also noted upcoming promotional efforts for the Bloom season campaign, which will be featured in SF Magazine as well as on LIVE! in the Bay. Additional media coverage includes videos and articles such as "How San Francisco Will



Reinvent Itself by 2035” and SFGATE’s “Union Square SF Retail Comeback Grows With Fresh Openings.” Hollie highlighted that Afternoons on the Lane activations have continued to perform strongly, with events including charm crawls, junk journaling, and the Latinas4ever partnership generating significant engagement. These activations have driven notable social media buzz, with community members also creating and sharing their own content to amplify event visibility. She further noted that both Super Bowl and Lunar New Year festivities contributed to increased foot traffic and high neighborhood energy. Regarding the Tulip Day press release, Hollie recapped key public relations metrics, including 2.2K in traffic, 106.5M in audience reach, 325 pickups, and 627 engagements.

#### **6. Website Plan, RFP, and action to approve for recommendation to Board of Directors**

Mark Sullivan noted that the current website no longer meets the Alliance’s needs in terms of usability, accessibility, content management, or brand expression. In preparation of the renewal of the organization, it is essential that the website highlights and promotes the brand and programmatic work of the Alliance and be user friendly so that members and stakeholders can access information about the Alliance services and programs. The Alliance will be embarking on a website redesign project, with aims of completion prior to the 2026 holiday season. Hollie then provided the RFP for the committee’s review. She gave an overview of the projected timeline for the project, targeting a launch date of early November. Brian Fenwick suggested incorporating AI tool programs into the website to maximize usability and effectiveness.

**Action:** The committee unanimously approved for recommendation to Board of Directors, as motioned by Brian Fenwick and seconded by Jessica Rae.

#### **7. Tulip Day logistics, promotions, & marketing**

Liza shared that Tulip Day will take place on Saturday, March 21, from 1:00 to 4:00 PM, with a speaking program beginning at 12:00 PM. Scheduled speakers include representatives from JPMorgan Chase, Royal Anthos, Supervisor Danny Sauter, and the Consulate General of the Netherlands. The event will be co-hosted by Marisa Rodriguez and Festus Ezeli. She noted a new addition to this year’s event, the JPMorgan Chase Town Village, which will feature complimentary giveaways and a photo opportunity at the event exit. Liza also provided a preview of the event layout and queue map and encouraged committee members to sign up as volunteers. Jessica Rae suggested incorporating fashion models in Bloom-themed attire to circulate throughout the Tulip Field and engage in photo opportunities with attendees.

#### **8. Local Garden Program introduction**

Hollie introduced a new Bloom pilot program, Local Garden, a recurring promotional initiative within the broader “Union Square in Bloom” campaign. The program is designed to drive sustained foot traffic and increase revenue for participating local businesses, while further activating the district. Building on the success of the previous “Blooms and Bubbles Bar Crawl,” Local Garden will expand participation to a wider range of Union Square businesses, including galleries, restaurants, hotels, and salons, using themed promotions to encourage visitation and engagement.



From April through August, the Alliance will host one themed week per month in partnership with five local businesses. During each featured week, participating businesses will “Bloom” their storefronts, offer promotions on products or services, or host activations supported by a Local Garden stipend to attract customers and raise awareness of Union Square in Bloom. The scheduled themes are as follows: Small Business & Sustainability (April 13–19), Beauty and Self-Care (May 18–24), Restaurants (June 22–28), Nightlife & Bars (July 20–26), and Entertainment (August 17–23). Each participating business will receive a \$1,000 stipend from the Alliance and JPMorgan Chase to support enhancements such as décor, in-store experiences, or light programming during their designated week.

To evaluate program impact, participating businesses will be asked to share a brief summary of sales metrics following their activation week. The Alliance will support data collection through QR code surveys, RSVP tracking, and by requesting businesses to monitor sales tied to their promotional offerings. Marketing efforts will be led by the Alliance across its primary channels, including weekly event calendars, social media content, newsletters, and on-the-ground promotional materials. Participating businesses will also receive individualized promotion, including dedicated social media features and a “Local Garden Participant” A-frame sign. Businesses are encouraged to provide visual content from past activations to support promotional efforts. Hollie concluded with a detailed overview of each themed week.

#### 9. **Bloom your Business!**

Hollie shared that participation in the Local Garden program requires businesses to also take part in Union Square in Bloom by incorporating a “Bloom” activation into their storefront. Options include enhancing the façade with floral elements such as columns, awnings, or window displays, or creating interior installations such as floral centerpieces or photo walls. Participating businesses will receive a Bloom window decal and will be eligible for Bloomie Awards in their respective categories, as well as a separate award for Best Local Garden Activation. The Alliance also offered to connect businesses with local florists to support their participation in Union Square in Bloom, presented by JPMorgan Chase. Hollie encouraged businesses to complete the Bloom participation form and contact Events Associate Liza Bernard for additional information.

Additionally, and not included on the agenda, Hollie and Liza announced that the Bloom Fashion Show will take place on May 8 in the Plaza. The show will feature a design challenge hosted by With Love, Halston in partnership with the Academy of Art University, showcasing 10 Bloom-themed designs created by student designers. Finalists have been selected and are currently developing their pieces ahead of the runway presentation. Mark Sullivan also thanked Tammy Brock for her connection with the Halston team.

#### 10. **Upcoming Events, BRV**

- Next Marketing Committee Meeting – Wednesday, May 13 at 12pm
- **Deadline** to be included in Sustainability Week in the Local Garden – Monday, March 15



- Tulip Day – Saturday, March 21
- Board of Directors Meeting – Thursday, March 26 at 9am
- **Deadline** to be included in Beauty & Wellness Week in the Local Garden – Friday, April 17
- Bloom Fashion Show – Friday, May 8
- **Deadline** to be included in Restaurant Week in the Local Garden – Monday, May 25
- **Deadline** to be included in Bars & Nightlife Week in the Local Garden – Monday, June 22
- **Deadline** to be included in Arts & Culture Week in the Local Garden – Monday, July 20
- BRV Programming + Events

Hollie announced that BRV programming will commence on April 1, marking the launch of the spring and summer schedule with two BRV programs per day. She also outlined the scheduled activities and encouraged committee members to participate whenever possible.

Additionally, and not included on the agenda, Hollie reminded the committee about the Alliance's social media content creation support for businesses. She noted that businesses may schedule a 45-minute content creation session with the marketing team, with the Alliance available twice per month to visit businesses on a rotating schedule. This presents an opportunity to showcase offerings such as hotel packages, new menu items, and recent retail arrivals. She also shared that the updated social media calendar will highlight a range of national and cultural observances, including National Croissant Day, International Dance Day, National Hairstylist Appreciation Day, and National Steak Day, among others.

**11. Adjournment:** 1:03 p.m.

**Next Meeting:**

The next meeting is Wednesday, May 13, 2026, at 12:00 p.m.