



Marketing Committee Meeting

Wednesday, May 13, 2026, 12:00 p.m.

Hybrid: 291 Geary Street or Zoom

Chair: Mark Sullivan

Minutes

In attendance: Mark Sullivan (Community Member), Ayushee Syal (Patek Philippe), Tammy Brock (Property Owner), Dustin Durham (Morton's Steakhouse), Lesley Frowick (With Love Halston Foundation), Brook Drummond (With Love Halston Foundation), Kat Cruz (Chotto Matte), Mark Coulter (San Francisco Marriott Union Square), Mark Hennon (BRV), Tony Wessling (Wessling Contemporary), Brian Fenwick (The Marker Hotel), Sandy Brownstone (Schnitzer Properties), Stefan Aronsen (Hilton SF Union Square & Parc 55), and Eunice Gaxiola Cazarez (Fashionphile).

Staff: Daniela Vasile (Chief Operations Officer), Liza Bernard (Events Coordinator), Hollie Chiao (Marketing and Communications Associate), Marlenne Mendoza (Project Coordinator).

1. Call to Order & Roll Call

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

2. Public Comment

No public comment was made at this time.

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

Daniela directed the committee to review the minutes from the March 11, 2026, meeting, sent out in advance.

Action: The committee unanimously approved the March 11, 2026, meeting minutes as motioned by Brian Fenwick and seconded by Dustin Durham.

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 March 11 through May 12. During this timeframe, the Alliance's platforms generated approximately 1.5 million impressions, 3.8K engagements, 1K in audience growth, and 120K total video views. She noted the strong social media impressions in the period after Tulip Day, Local Garden programming, and other events including Restaurant week and ongoing free programming hosted by BRV.



6. Local Garden Recap & Preview

Bloom Hollie shared the survey results from the first round of the Local Garden program, Sustainability & Small Business Week in April. Hollie highlighted the importance of leaning into specific target audiences when promoting Local Garden activations. She previewed the next round of programming in Beauty & Wellness Week and reviewed the requirements of participating in the Local Garden program. Marlenne acknowledged the presence of many small businesses in the district, and that participating businesses do not need to offer discounts on goods or services: they can be package deals like the one offered at Bar Maritime during Sustainability & Small Business Week.

7. Fashion Show Recap

Hollie thanked the With Love Halston Foundation sisters, Brook Drummond and Lesley Frowick, and Tammy Brock for bringing them together to make the fashion show a reality. Brook introduced herself and thanked the Alliance team and participating businesses for their efforts. Lesley provided her thanks for pulling off a fashion show despite the stressors. Hollie recapped the full day of celebration, starting with a VIP reception, then to a fashion show in the Plaza, concluding with a storytelling moment in the Tiffany & Co. Store. She shared pictures of the winning design, and details of the winner's prize.

8. Newsletter Redesign

Hollie identified the two newsletters that the Alliance sends out each month and raised the issue of falling readership month after month. She proposes that the Committee refines the identity of each newsletter to parse through the most useful content. Daniela raised the importance of having a convention calendar, including the information received from SF Travel in each BID Member Newsletter.

9. Website Plan, RFP updates.

Hollie provided the update on the website redesign project that the Alliance is in the proposal review and vendor selection stage. She shared that after the Committee Meeting and for the rest of that week, her, Daniela, and the Alliance Website Committee would be conducting interviews with the five vendor finalists to help narrow down the final selection.

10. 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.

11. Upcoming Events, BRV

- Next Marketing Committee Meeting – Wednesday, July 8 at 12pm



- May 19: Hot Yoga & Coffee Social at Painted Leopard Coffee from 8am-10am
- May 22: Free Hair Tinsel at Salon Nine from 12pm-3pm
- May 23: Spring & Summer Trunk Show at DITA Eyewear from 11am-6pm
- August 27: The Bloomie Awards at The Market Hotel 5:30-8pm

Mark Hennon of BRV announced the launch of the Union Square Plaza summer programming and summer events and shared the success of the monthly karaoke events and first large scale techno concert. He also announced the movie series, which will be returning in June, starting with KPop Demon Hunters on June 20, The Birdcage during Pride Weekend, and potentially The Princess Diaries on July 25, and potentially a Pokémon movie to coincide with a citywide Pokémon tournament during late August. Mark announced that they secured the rights to show The Conversation, a movie filmed in Union Square, and that they will finish the movie series with the Rocky Horror Picture show in October.

12. Adjournment: 1:01 p.m.

Next Meeting:

The next meeting is Wednesday, July 8, 2026, at 12:00 p.m.