



Marketing & Events Committee Meeting

Wednesday, July 08, 2026, 12:00 p.m.

Hybrid: 291 Geary Street or Zoom

Minutes

In attendance: Eunice Gaxiola Cazarez (Fashionphile), Mark Hennon (BRV), Johnathan Ngo (Hotel Nikko), Tammy Brock (Property Owner), Heiko Novak (Axiom Hotel), Sylvia Wilkerson (Event Organizer), and Blake McCall (Blake Charles Salon)

Staff: Marisa Rodriguez (Chief Executive Officer), Daniela Vasile (Chief Operations Officer), Liza Bernard (Events Associate), Hollie Chiao (Marketing and Communications Associate), Marlenne Mendoza (Project Coordinator), Melanie Medina (Executive Assistant), and Isabelle Ho (Intern)

1. Call to Order and Introductions

Hollie Chiao called the meeting to order at 12:05 p.m. Introductions were made.

2. Public Comment

Hollie called for public comment.

Marisa Rodriguez noted the increase in activity in the Square from World Cup watch parties. Mark Hennon then shared that there has been a 25% increase in daily plaza visitorship when comparing the same three months between 2025 and 2026. Mark also added that there was a 106% increase in plaza program participants, highlighting the success of recent events in the plaza. The first two movie nights of Cinema in the Square (June 20th & 27th) kicked off and were operationally great, but the goal is to increase participants.

3. Action to approve the May 13, 2026, meeting minutes.

Hollie directed the Committee to review the minutes from the May 13, 2026, meeting sent out in advance.

Action: The Committee unanimously approved the May 13, 2026, meeting minutes, as motioned by Mark Hennon and seconded by Eunice Cazarez.

4. Marketing Chair Vacancy:



Hollie shared that the Marketing Committee is seeking a new chair as Mark Sullivan has stepped down after 5 years in the position. Hollie disclosed that the time commitment would be 4-5 hours each month as it relates to committee meetings, Alliance Board meetings, and executive committee meetings. Marisa emphasized that being the chair includes participation beyond the committee such as Board meetings and the executive committee meeting. Marisa and Hollie concluded with asking the committee to share any recommendations for the position and to reach out to them directly.

5. Social Media Recap

Hollie provided an overview of the Alliance's social media performance for the period of May 13 through July 7. She highlighted how the Alliance's platforms generated approximately 1.6 million impressions, 3.5k engagements, 416 in audience growth, and 66.7k video views. When compared to the previous two months, the Alliance's platforms saw an impression increase of 49%, an engagement and audience growth increase of 1.4%, but a 40.4% decrease in video views. Hollie noted that the previous timeframe used to compare the current timeframe was the Alliance's most viral period due to the content surrounding Tulip Day. When looking at the overall performance of the current timeframe, the Alliance's platforms had an overall video view increase of 21%.

6. Local Garden Recap & Preview

Hollie recapped the second of five Local Garden programs which took place in May. Beauty and Wellness Week (May 18-24) featured the Painted Leopard Cafe offering two free Sculpt Yoga classes in the RealReal and BOGO Brown Sugar Lattes. Salon Nine was another participating business which offered free hair tinsel, \$20 gift cards, and free hair treatments. Lastly, DITA Eyewear had a Spring/Summer 2026 eyewear trunk show and offered a free embossed leather case with purchases. Marlenne highlighted how the success of this program has led the Painted Leopard Cafe to continue offering free Sculpt Yoga classes once a month.

Hollie also recapped the third Local Garden program which took place in June. Restaurant Week (June 22-28) featured special meal sets and events hosted at Tratto, Bella Cafe, Roxanne Cafe, and Bartlett Hall. Due to the success of this program, Bella Cafe is continuing to host monthly live opera performances, and Roxanne Cafe is still offering the \$18 pancake and drink set.

Marlenne introduced July's Local Garden program, Bars & Nightlife (July 20-26), which showcases Union Square as a lively after-hours destination. The Felix, Last



Drop Taven, Chotto Matte, Starlite, and Shotski's Alpine Lodge will all be offering special promotions for this program. Next month, the Local Garden program will highlight the diverse entertainment scene found in Union Square through Arts and Culture Week (August 17-23). Hollie explained the required steps if businesses would like to participate, which include contacting the Alliance's project coordinator, Marlenne Mendoza, deciding on an activation and promotion, "blooming" the business, hosting the activation, and receiving a \$1,000 stipend upon completion.

7. Bloom

Hollie recaps the Bloom Music Series, which is a two-part concert series in partnership with Third Thursdays and presented by Levi Strauss & Co. The first of two concerts took place on Ellis Street, between Powell and Stockton, on June 18, 2026, and was headlined by French DJ Habstrakt. The show was a success with an estimated total of 3,000 attendees. Next month, on August 20, the second concert will be held again on Ellis from 5 p.m. to 10 p.m., showcasing EDM and the final lineup will be announced soon. Marisa highlighted how similar music events draw in large numbers of guests and serve as great opportunities for businesses to attract more clientele by promoting these events along with their own packages. Discussion took place regarding sponsorships and the costs to run the event and how businesses can be of further support.

Liza introduces the Bloomie Awards, which marks the end of the Union Square in Bloom initiative. This is a Flower Power themed event, co-hosted by Brian Fenwick, that will take place on August 27, 2026, from 5:30 p.m. to 8 p.m. at The Marker Hotel. At the Bloomie Awards there will be various activations including flower crown making, food and beverage, a DJ set, and the Bloomie Award ceremony. Voting is currently open for the Bloomie Awards, and voters will be voting for the following categories: Best Bloomed Cocktail, Best Public Realm Design, Best Bloomed Restaurant, Best Bloomed Theater or Gallery, Best Bloomed Boutique Hotel, Best Bloomed Large Hotel, and Best New Bloom.

8. BRV & Upcoming Events

Mark Hennon shared the free daily summer programs that will be hosted at the Union Square Plaza. The programming can be found on the Alliance website. Mark noted the season will come to an end by October 20th as the plaza prepares to load in for the holiday ice rink. Discussion took place regarding additional activation in August as it relates to the Pokémon Championship event. The committee discussed hotel packages to further promote and entice visitors to participate in the activations in the plaza such as movie nights in the plaza.



9. Adjourned – The meeting was adjourned at 12:46 p.m.

Next Meeting:

The next meeting is Wednesday, September 9, 2026, at 12 p.m.