



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Marketing Advisory Committee
March 24, 2021 – 12:00 – 1:00pm
Zoom

MINUTES

In attendance

Committee members: Mark Watson, Franck Legrand, Matthew Coleman, Marcus Sams, Wyatt Lin, Ali Shahbazi, Jill Plemons, Mark Sullivan, Dani Montague, Sylvia Faison Wilkerson, Lee Gregory, and Nick Cattaneo

Staff and contract service providers: Ben Horne (Executive Director), Lisa Frisch (Director of Marketing & Events), Eva Schouten (Volunteer), Brian Jacobson (J2), Alan Jacobson (J2), Cara Cox (J2) and Jason Rothman (J2)

1. Call to Order and Introductions

Observing a quorum present, Matthew Coleman called the meeting to order at 12:02pm.

2. Public Comment

Matthew called for public comment. Seeing none, he moved to the next agenda item.

3. Approve the January 20, 2021 Minutes

Action: The committee unanimously approved the January 20, 2021 minutes as motioned by Mark Watson and seconded by Franck Legrand.

4. Social Media Strategy and Status Updates

A summary of the implementation of the new consumer focused social media strategy from mid-December was provided including stats and success stories. We have featured over 30 businesses through our posts, in addition to featuring Iconic Union Square destinations and historic landmarks and providing experiences through interactive stories. We are also executing our Follower Acquisition strategy with paid and promoted posts, taking popular content, and amplifying those messages to a wider audience. We have seen a 9.3% increase in Instagram followers. In the past 2.5 months and successfully pivoted content. We will hire an intern in May through a city program to help us focus more on social media marketing as part of our post pandemic recovery.

5. Update on Rebranding Project:

- Presentation: J2 Brand Concepts

The committee was directed to a presentation with J2 of the Brand Concepts. A recap of the first phase Discovery and Findings was provided, and the manifesto was read out loud summarizing the essence of the new brand. Two brand concepts were presented: Mosaic and Heartbeat. Discussions and comments followed. The committee unanimously agreed to recommend the Mosaic design to the Board of Directors, while integrating a few assets of the alternate brand option.

- Next Steps, Timeline, Deliverables

This presentation will be submitted to the Board tomorrow. After that, J2 will move forward finalizing the new brand. A few physical manifestations of the brand will move quick such as new banners and tables and chairs at Maiden Lane and a list of other deliverables will be discussed.

6. COVID-19 Business Support Programs & Give Back

- Economic Impact Study

After a discussion with Chris Beynon of MIG, it was decided that the Economic Recovery Task force will meet for a fourth meeting to analyze the current opening status and other factors we should incorporate into our economic recovery- including retail vacancies and additional policy advocacy to the city.

- Restaurant Give Back Program

No update at this time.

7. Activations & Events

- Murals and Vacant Storefront Activations

Murals on boarded up store fronts have been coming down and repurposed at vacant locations. A conversation with Paint the Void has started to create interactive art galleries in vacant buildings.

- Ellis Street JAM Permit and Schedule

John's Grill will be organizing events with the SMIUN Ballet. The USBID will be supporting these events.

- Union Square Park

McCalls has temporarily occupied both cafes at Union Square Park which will allow for activations. Lee Gregory from McCalls introduced herself. A meeting will be set up with Rec & Park to discuss event possibilities.

- Discussion of Ideas and Draft Calendar for 2021

An event calendar is underway including the John's Grill events and plans to activate Maiden Lane with small food options, flower carts and music as an extension of the park.

8. Chair Announcement

Matthew Coleman announced that he will be stepping down as Marketing Chair and Board Member and moving out of the SF area. He will work with the USBID to find a replacement.

9. Adjournment and Next Meeting

Meeting adjourned at 1:30pm.
The next meeting will be May 19, 2021.