



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Marketing Advisory Committee
May 19, 2021 – 12:00 – 1:00pm
Zoom

MINUTES

In attendance

Committee members: Mark Watson, Marcus Sams, Ali Shahbazi, Jill Plemons, Mark Sullivan, Sylvia Faison Wilkerson, Lee Gregory, Omar Qadir, Lori Fay, and Nick Cattaneo

Staff and contract service providers: Lisa Frisch (Director of Marketing & Events) and Eva Schouten (Volunteer)

1. Call to Order and Introductions

Observing a quorum present, Lisa Frisch called the meeting to order at 12:06pm.

2. Marketing Chair Position Open

A reminder was shared with the committee regarding the open Marketing Chair position. Please contact Lisa if you are interested.

3. Public Comment

Lisa called for public comment. Seeing none, she moved to the next agenda item.

4. Approve the March 24, 2021 Minutes

Action: The committee unanimously approved the March 24, 2021 minutes as motioned by Mark Watson and seconded by Jill Plemons.

5. Social Media Strategy and Status Updates

a) Monthly Reports – March and April

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 these past two months, 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 6.3% increase in Instagram followers and we will hit 5000 Instagram followers this month.

b) Facebook Support Intern – June

Lisa is currently completing interviews with the intern applicants through the Facebook Career Connections training program. The intern will spend 20+ hours a week on social media for Union Square for 6 months. Three months of pay are covered by the program and three months will be paid by the USBID. If we move forward, they will start June 7.

6. Update on Rebranding Project:

- Video: J2 Union Square Brand Identity

A video created by J2 about the new brand identity for Union Square and the Union Square Alliance was shared and posted on our website.

- Next Steps, Timeline, Deliverables

A presentation about physical realm deliverables were presented including new banners, Big Belly wraps, terracyle stickers and window wraps at Union Square Coffee. Discussion took place about the designs for the Big Belly wraps, preference went to design number 1 and 2. The Board and Streetscapes Committee will review these next.

7. Economic Recovery Task Force Report

- Fourth Meeting last week – Next Steps

The final economic recovery task force meeting took place on May 13. The group reconvened to recap the previous meetings and discuss what possibilities there are moving forward. Discussions took place about short-term activation and long-term retail curation in vacancies and working with a consultant to develop a retail strategy as main priority for the economic recovery of Union Square.

8. Activations & Events

- Ellis Street JAM Permit and Schedule

All the shared street programs are automatically extended to the end of December. The shared street permit at Ellis Street for John's Grill events will also be extended however the last scheduled event there is on May 23 with Smuin Ballet.

- Union Square Park Cafes and Events

Activations on weekends will take place starting on Memorial Day weekend. Starting in June activations at Maiden Lane will take place with acoustic music, a food trolley by McCalls and a vintage flower truck.

- Discussion of Ideas and Draft Calendar for 2021

Preliminary discussions took place with Christmas Light Pros regarding Christmas lights and additional decorations for the Holidays. The ice rink and Macy's tree will be back. Lisa provided a summary of topics that will be discussed during the Streetscapes Committee including new flower baskets and planters, new furniture on Maiden Lane and event programming and improvements at Hallidie Plaza. Discussion took place about the Light Art project.

9. New Business

The Clift Hotel opens tomorrow, May 20 and The Rotunda at Neiman Marcus opens on June 15.

10. Adjournment and Next Meeting

Meeting adjourned at 1:06pm.

The next meeting will be July 21, 2021 at 12:00pm.