



Marketing Advisory Committee

July 21, 2021 — 12:00 – 1:00pm
Zoom

MINUTES

In attendance

Committee members: Marcus Sams, Ali Shahbazi, Mark Sullivan, Sylvia Faison Wilkerson, Lee Gregory, Omar Qadir, Shirley Howard Johnson, Dani Montague, Casey Ashby, Randy Taradash, Franck Legrand, Audris Shau, and Nick Cattaneo.

Staff and contract service providers: Lisa Frisch (Director of Marketing & Events), Eva Schouten (Volunteer) and Maggie Minton (Digital Marketing Coordinator).

1. Call to Order and Introductions

Observing a quorum present, Mark Sullivan called the meeting to order at 12:05pm.

2. New Marketing Chair Intro

Mark Sullivan has been appointed new marketing chair, he introduced himself to the committee.

3. Public Comment

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

4. Approve the May 19, 2021, Minutes

Action: The committee unanimously approved the May 19, 2021, minutes as motioned by Sylvia Faison Wilkerson and seconded by Shirley Howard Johnson.

5. Social Media Strategy and Status Updates

a) Digital marketing coordinator Intro: Maggie Minton

Maggie Minton is our new digital marketing coordinator brought on to take over our consumer facing social media channels through a Facebook Career Connections program, which funds three months of salary on a six-month contract. Maggie introduced herself to the committee.

b) Monthly Reports – May and June

For the months of May and June social media focused on holidays and events including Cinco de Mayo, Mother's Day, Father's Day, Memorial Day, and Pride. We welcomed Shake Shack to the district and celebrated the reopening of The Rotunda and Johnny Foley's Irish House. We featured over 20 stores and restaurants while



also showing the beautiful landscaping and architecture in Union Square. We featured events including Smuin Sundays at John's Grill, Market Street Makers at the Westfield, events at Feinstein's at the Nikko, and our music performances Saturdays at Union Square Park. Top performing posts include the return of the F-Line Streetcars, news of the return of the Cable Cars, and the long-awaited opening of Shake Shack.

6. Update on Rebranding Project:

- Physical Realm Elements Update

The first stage of the rebranding was back of house which included stationery, logo updates, business cards. The first physical realm element which has been completed are the street pole banners. The Big Belly wraps will follow.

- Uniforms, Vehicles, Website Up Next

The third phase of the rebranding will be the uniforms of Block by Block staff and vehicle wraps. Followed by a fourth phase, a complete refresh of the website to become more user friendly and informative.

- Ideas for Swag Giveaways

Small giveaways will be created to reinforce the rebranding both for consumers as well as for members with the Union Square Alliance name.

7. Activations & Events

- Union Square Park Events Calendar

The event permit for music performances in Union Square Park Saturdays from 1 – 5 p.m. has been extended through Labor Day. Event signs with QR codes to the events page of the website have been placed during the events. Through analytics we have signs are scanned around 300 times a day creating a low-cost high traffic web presence. SF Wednesdays and Shine on SF events have started on Wednesdays and Saturdays for no charge as part of the Mayor's Downtown Plan. This will continue throughout October.

- Maiden Lane Activations

Anchors at the Maiden Lane Gates have been placed on both blocks. The pedestrian counts need to increase before organizing events on the lane. Lisa provided an update about pedestrian counts.

- Holiday Lighting Elements, Skating Rink

The ice-skating rink, Macy's Tree and the Bill Graham Menorah will return this year. We will collaborate with them regarding marketing. Discussion took place about the



Pokémon event that took place on June 17, the return of visitors to Union Square in comparison to other cities and safety.

8. Member Events

- Coffee and Connections- August?

Coffee and Connections is an in-person event that may take place at Union Square Coffee in collaboration with Marcus Sams. Details to come, we are tentatively planning an event in August

- Union Square Alliance Open House- September?

Union Square Alliance moved to 291 Geary Street in June. An open house will be organized for members in September.

- Final marketing committee meeting

The final marketing committee of the year will be held on November 3, in person and hosted by Mark Sullivan at The Rotunda at Neiman Marcus.

- Web traffic

Lisa informed the committee that the web traffic has increased dramatically since Covid began. Traffic jumped from 2000 visits a month to 19,000 a month due to strategic planning such as the A-boards posted during events with a direct link, linktree on social media, and links in the newsletter.

9. Adjournment and Next Meeting

Meeting adjourned at 1:06pm.

The next meeting will be September 22, 2021 at 12:00pm.