



Marketing Advisory Committee

September 7, 2022 — 12:00 – 1:30pm
Hybrid Meeting, 291 Geary Street Suite 200 and via zoom

MINUTES

In attendance

Committee members: Marcus Sams, Mark Sullivan, Sylvia Faison Wilkerson, Dani Montague, Taylor Enstall, and Kimberly Rolley, and Tiffany Wu

Staff and contract service providers: Stacy Jed (Director of Marketing and Events), Eva Schouten (Public Realm Associate), Melanie Medina (Executive Assistant), and Carlos Montano (Intern)

1. Call to Order and Introductions

Observing a quorum present, Stacy Jed called the meeting to order at 12:05 p.m.

2. Public Comment

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

3. Approve the July 6, 2022, Minutes

Action: The committee unanimously approved the July 6, 2022, minutes as motioned by Taylor Enstall and seconded by Marcus Sams.

4. Digital Marketing Updates:

a. Social Media Monthly Reports- July, Aug

The Alliance has been steady with followers across all social channels and have focused on content that is successful on Facebook and Twitter. Instagram slightly slowed in growth and engagements, but we had a great response from our Saturday Dance Music Series, Union Square Gallery Showcase, and Throwback reels. Reels continue to have a further reach than traditional Instagram posts. We promoted our “Swing Around” dance music event on August 13th as part of our Summer Music Series. We encourage that any content created by district members be posted as content on our platforms. Discussion took place regarding adding a Tik Tok account for the Alliance.

b. Newsletter B2B and B2C Open Rate Report- July, Aug

The Alliance is focused on cross-marketing the content featured on social media within our newsletters and vice versa. The member newsletter, which has



increased in open and click rate, we will continue to feature data from social media, footfall, and related reports, as well as data from other organizations. The purpose of this is to help drive traffic towards our businesses. For the Consumer Newsletter, which averaged a 300% increase in click rate during this period, we have added a Cultural Events section to highlight our live performance venues and further build consumer awareness.

- c. Hired new Digital Marketing Associate, starting September 30
Jessica Chilingirian will join the Alliance as the new Digital Marketing Associate starting September 30.

5. Branding Projects:

- a) Mega Brute Branding for Holidays.
The Alliance will have advertising opportunities for this upcoming holiday season on the megabrutes the ambassadors walk around with.
- b) Barricade Covers
The Alliance will order branded barricade covers with a unique QR code that will redirect people to the events page of our website.

6. Website Updates:

- a) Completed Wireframe and launched production
The Alliance displayed the website prototype and highlighted: “Things to Do, Virtual Tour, Food & Drink, Arts & Culture, Shopping, and Accommodations” segments to the website. The purpose of the redesign is to highlight the use of visual language for our viewers and our goal is to have a working website by the holidays.
- b) Vistity Virtual Tour – areas of district, stops, points of interest
The implementation of Vistity will help highlight areas of district such as: Powell Street, Stockton Corridor, Union Square, Luxury Retail, Chinatown Gates, Theatre District. Additionally, it will include visual shots of stops such as the Cable Car Turnaround, Union Square Plaza, Maiden Lane, Neiman Marcus, Dragon Gates, etc.

7. Activations, Events & Community Partnerships:

- a) Community Partnership Events:
 - a. Sundown Cinema, Movie Night, July 9th
The Union Square Park partnered with Parks Alliance for a movie night at Union Square Park and had Star Trek: Voyager playing. The Alliance would like to explore the options of movie night at the park.



- b. Autumn Moon Celebration, September 10th
Autumn Moon Festival will highlight traditional Chinese fashion garments, performances, and food.
 - c. Fleet Week Band in Union Square, October 7th
The Alliance will be hosting a Marine band style during Fleet week. More details to come.
 - d. 75th Anniversary of Saving Cable Car, October 26th
There will be a celebration on October 26th to pay homage to the Cable Cars being saved. The event is expected to take place at the Cable Car turnaround.
- b) Summer Dance Music Series, June 21- September 24
- a. Swing and Cocktails in Union Square, August 13th
The Music Dance Series has proven to be successful. The swing event with swing instructors and an outdoor bar operated by Hawthorn had a big turnout. Our dedicated events had turnouts of about 200 people per hour.
 - b. Tango & Wine in Union Square, September 24th
The Alliance will be hosting a Tango event with Sangria and dance instructors as the finale to the Summer Dance Music series on September 24th from 1pm-4pm at Union Square Park.
 - c) Holiday Activities in Union Square, November 25 – December 24
 - a. The following activities are set in motion:
 - i. Holiday Market at Hallidie Plaza and continuing through Powell Street (Ellis – Geary)
 - ii. Large Ornament Project with local artists
 - iii. Cable Car decorating and program
 - iv. Décor at Maiden Lane
 - v. District Wide Décor
 - vi. Ice Skating Rink at Union Square Park
 - vii. Macy's Christmas Tree at Union Square Park
 - viii. Bill Graham Menorah at Union Square Park

8. Member Event:



a. Coffee & Connections, October 12th

The Alliance will be relaunching Coffee & Connections on October 12th from 9:30 a.m. – 11:00 a.m. at Neiman Marcus, 3rd Floor Bar. During this event, we will learn about what the Alliance has in store for the holiday season and hear from SFPD about their safety initiatives. It is also an opportunity to network with fellow members to share planned promotions for the holiday season.

9. Adjournment and Next Meeting

The next meeting will be Wednesday, November 2, 2022, at 12:00 p.m.