



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Marketing Advisory Committee
January 20, 2020 – 12:00 – 1:00pm
Zoom

MINUTES

In attendance

Committee members: Mark Watson, Franck Legrand, Matthew Coleman, Marcus Sams, Anna Chung, Gabriel Docto, and, Carlos Corona.

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, Matthew Coleman called the meeting to order at 12:07.

2. Public Comment

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

3. Approve the July 15, 2020 Minutes

Due to the gap between meetings, the minutes did not need to be approved.

4. Introduce New Director of Marketing: Lisa Frisch

Lisa Frisch introduced herself to committee members and shared some background information of her marketing and retail experience.

5. Update on Rebranding Project:

- Presentation: J2 Initial Findings and Brand Platform
- The committee was directed to a presentation with J2 Discovery and Findings and the Brand Platform that will serve as the basis of the development of the new brand for Union Square. The *Discovery Highlights* features all the information J2 gleaned through interviews with stakeholders and customer with details on audience, strengths and challenges. The *Brand Platform* features a manifesto that will be the basis of the new brand and how we talk about ourselves in the future. “*The New Union*” is not the brand, but it is a point of inspiration and will be the basis of the brand development moving forward. The committee had no questions or comments, they supported the findings and premise.
- Next Steps, Timeline, Deliverables

This presentation will be submitted to the Board next week. After that, J2 will move forward creating the new brand; the marketing committee will review during the March meeting. New brand physical manifestations will be implemented in Q3 2021. It was noted that the sooner the new brand is out, the better.

6. Social Media Strategy and Status Updates

The new social media strategy that began in December was presented. The strategy will be informed by the rebranding process. Posts will be consumer facing (B2C) and will support the goal of encouraging visits to Union Square destinations and strengthening followers' emotional connections to the district. Curated content will feature unique, fun, yet to be discovered, or fan favorite things to do, see, eat, buy in the district. The tone will be fun, lighthearted, full of energy and life, upbeat, with a wink and a sense of humor. Posts will be scheduled regularly over Facebook, Twitter but with a keen focus on growing the Instagram channel, which is the best channel for Food, Art, Fashion, Culture. Communication with stakeholders regarding USBID will come through other channels- newsletters, meetings, emails, and LinkedIn.

7. COVID-19 Business Support Programs & Give Back

- Economic Impact Study
A study facilitated by MIG has been completed and an executive summary is being prepared to share with the Board.

- Restaurant Give Back Program
This program has been reactivated to support the restaurants in the district and first responders. We are looking to expand this program with more partners.

8. Activations & Events

- Murals and Vacant Storefront Activations
Murals and vacant store front activations will continue with the aim to increase foot traffic and engagement. A new project to activate Maiden Lane is being explored.

- Ellis Street JAM Permit and Schedule
The USBID applied and received a permit to close Ellis Street between Powell and Stockton ever Saturday and Sunday until mid-June. Conversations with People in Plazas has started for music and entertainment once outdoor dining restrictions lift.

- Discussion of Ideas and Draft Calendar for 2021
Although there are many uncertainties in 2021, plans are underway to activate Maiden Lane, improve Hallidie Plaza in conjunction with the city, and preparing for the holidays and a winter market. A discussion about food trucks on Maiden Lane- now banned by city Fire Department- and unpermitted hotdog stands took place.

9. Adjournment and Next Meeting

Meeting adjourned at 12:57pm.

The next meeting will be March 24, 2021.