



Marketing Advisory Committee

July 6, 2022 — 12:00 – 1:30pm
Hybrid Meeting, 291 Geary Street Suite 200 and via zoom

MINUTES

In attendance

Committee members: Jill Plemons, Anna Chung, Aaron Feeney, Frank Legrand, Marcus Sams, Mark Sullivan, Lee Gregory, Adam Enstall, Dina Fayer, Sylvia Faison Wilkerson, and Christine Torrington.

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

1. Call to Order and Introductions

Observing a quorum present, Stacy Jed called the meeting to order at 12:02 p.m.

2. Public Comment

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

3. Approve the May 4, 2022, Minutes

Action: The committee unanimously approved the May 4, 2022, minutes as motioned by Aaron Feeney and seconded by Jill Plemons.

4. Digital Marketing Updates:

a. Social Media Monthly Reports- May and June

There has been an increase in overall social media reach in Facebook, Instagram, and Twitter. Instagram has been experiencing less interaction activity due to the ongoing changes in their algorithm. We have been focused on informational posts for the events which have the highest engagements. The green backdrop at Union Square Park is our most Instagram moment we have and has been gaining a lot of traction. A few ad campaigns were our top performing posts on “Where to watch the Game” for the Warriors and Giants. The social media calendar for the month of July is focused on the 4th of July, art galleries, self-care businesses, and entertainment in the Square. The goal is to get people to create social media content in the Square.

b. Newsletter B2B and B2C Open Rate Report- May and June



There are now two consumer and one member newsletter a month. The consumer newsletter focuses on businesses in the district with highlights, events, and activations with a 32.66% open rate. The Member newsletter has a 31% open rate and focuses on data, footfall reports, and valuable information about visitors.

Discussion took place regarding a pdf format of the consumer newsletter that can be handed out to visitors.

c. Summer Ad Campaigns

Two summer ad campaigns have been released; San Francisco Magazine and Local Getaway. For the San Francisco Magazine, Union Square was featured in the July/August edition under "Best of the Bay." As for Local Getaway, Union Square was featured in the June/July edition with an additional banner ad with a link to the Summer Dance Music Series.

5. Update on Rebranding Project:

a) Branding

a. Ambassador Name Badges

The member services cards are getting upgraded to be personalized for the ambassadors with a focus on hospitality.

b. Mega brute branding opportunities

The mega brutes the ambassadors walk around with have potential to have sponsorship and branding opportunities for businesses.

c. Barricade Covers

There is another branding/sponsorship opportunity on barricade covers the Alliance would like to use during events in the park.

b) Website Updates:

a. Completed interviews with stakeholders

The interviews with stakeholders provided insight on priority of information for the website that would be beneficial to businesses in the district.

b. Update Sitemap and Wireframe based on interview feedback

The launch of the website is aimed for late October before the holiday season.

6. Activations & Events & Community Partnerships



a) Union Square Pride- June

The Alliance celebrated Pride the entire month of July by activating the green wall at Union Square Park. The wall read "Union Square PRDIE" in colorful lettering.

b) Spring India Day- June 11, Make Music Day- June 21, Sundown Cinema, Movie Night in Union Square, July 8

The Union Square Alliance acted as community partners during these events that took place at Union Square Park. The Alliance provided services such as power, pressure washing, barricades, and clean up for all events.

c) Summer Dance Music Series, June 21- September 21

There will be live music and dancing every Saturday starting June 21st. Music genres include folk/rock, swing, and salsa/tango. Special events will take place on August 13th and September 24th.

d) Holiday Planning Committee, May-June

The holiday planning committee met for the month of May and June to discuss themes and activations for the holiday season. Ideas include large ornaments painted by local artist, cable car decorating program, district wide décor on light poles to connect the district, and a holiday market in Hallidie Plaza that will go up onto Powell Street.

7. Member Events

a) Relaunch Coffee & Connections

The Alliance would like to relaunch Coffee & Connections for members to get together to discuss happenings in the district. Discussion took place about occurrence and whether it should be a day or nighttime event.

8. Adjournment and Next Meeting

The next meeting will be Wednesday, September 7, 2022, at 12:00 p.m.