



Marketing Advisory Committee

March 2, 2022 — 12:00 – 1:30pm
Hybrid Meeting, 291 Geary Street Suite 200 and via zoom

MINUTES

In attendance

Committee members: Marcus Sams, Mark Sullivan, Mark Watson, Adam Enstall, Aaron Feeny, Sylvia Faison Wilkerson, Dina Sharman Fayer,

Guests: Ari Anderson (Visity) and Jamie Schwartzman (Visity)

Staff and contract service providers: Marisa Rodriguez (Executive Director), Ben Horne (Deputy Director), Dianna Cavagnaro (Marketing consultant), Melanie Medina (Intern).

1. Call to Order and Introductions

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

2. Public Comment

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

3. Director of Marketing Hiring Update

Stacy Jed has been selected as the new Director of Marketing and Events. The committee thanked the marketing consultant Dianna Cavagnaro for her work with the Alliance.

4. Approve the January 5, 2022, Minutes

Action: The committee unanimously approved the January 5, 2022, minutes as motioned by Marcus Sams and seconded by Dina Sharman.

5. Digital Marketing Updates:

a. Social Media Monthly Reports- January and February

January's social media posts consisted of the ice rink and the end of the Holiday Season. From mid-January to February events included the Chinese New Year Parade and Valentine's Day. Reels are proving to be the most interactive posts on Instagram. Discussion about district wide flowers and Tik Tok took place.

b. Newsletter B2B and B2C update

The Alliance will be sending out the member newsletter (B2B) bi-weekly instead of weekly starting from now on. We will also begin to send out a consumer



newsletter (B2C) focused on retail. If anyone would like to receive the consumer newsletter, please reach out to the Alliance.

c. Ad Campaigns

The Alliance has reached out to Bart, JCDeaux, and Clear Channel about possible ad campaigns to promote Union Square and encourage locals to visit.

6. Presentation: Visitivity

Ben introduced Jamie Schwartzman, the CEO of Visitivity. Visitivity is an online platform that offers detailed district wide tours of historic landmarks, ongoing development projects, vacant properties, and existing properties. The purpose of Visitivity is to assist with virtual site visits for prospective tenants and help boost economic development. The tool is still in its early stages but has proven to be successful in the five downtown areas they have been working with. Jamie presented the downtown LA model. The visuals are clear using drone technology, easy to navigate while being controllable on the back end with publicly available data and can be used for different purposes beyond virtual tours. Visitivity would like to partner with the Union Square Alliance and explore new options that will attract visitors, businesses, and residents. Discussion took place regarding new features such as floor plans within buildings, leasing information, and possible restrictions with drone usage.

7. Update on Rebranding Project:

a) Phase 3: Vehicle Update

The new vehicle will be wrapped while the older vehicles will have a new branding sticker on it.

b) Phase 4: Website Wireframe received; next meeting with J2 on 02/25

The Alliance continues to work with J2 to design the refreshed website. We are still working on vital easy to use manual for the public. The website is projected to go live mid-August but may be pushed to early July.

c) Legion Uniform Update

Legion security members will have a Union Square Alliance patch on their jackets and hats.

8. Activation & Events

a) Update on Hallidie Plaza Improvements

Lanterns have been added to the bistro lights that hang above Hallidie Plaza, and a directional banner has been added to the West side of the plaza. Urban



Space continues to move forward with the feasibility study of a food market with help from the city.

- b) Valentine's Day Activation, Feb 12
Eva described the success of the *Love is in the Square* activation event in Maiden Lane that took on February 12.
- c) Ding Ding! - A Cable Car Appreciation Gathering Event
The Alliance collaborated with Erica Sandberg to market and host a cable car appreciation event to encourage locals to ride the cable car.
- d) Downtown Reopening Event/Week, March 20-26
The city is organizing a downtown reopening event with most of the downtown CBDs. The eventful week will begin on March 27- April 2.
- e) Saturday Music Series, starting March 12 through May
Starting Saturday March 12, the Saturday Live Music Series begins at Union Square Park. Dates and artists can be found on the Alliance website.
- f) Union Square Bloom, March-May
The Alliance will be installing flower installations throughout the district. The first flower installation will be complete on March 27th in conjunction with the reopening event at Union Square Park. The Alliance will reach out to members for sponsorships for additional flower installations and encouraging stores to bloom their windows. Discussion took place regarding sponsorships.
- g) Retail Theft Summit, March 29
On March 29th at the Westin St. Francis from 10am-12pm, the Alliance will be holding the second Retail Theft summit aimed to update retailers on the city's status on helping the state of retail. RSVPs can be found in the member newsletter.
- h) Holiday Planning Committee
At the end of March, the holiday committee will be scheduled to begin planning the 2022 holiday season.

9. Member Events

- a) Annual Luncheon May 6, Westin St. Francis
Save the date. Sponsorship levels to be sent out soon.



10. Adjournment and Next Meeting

Meeting adjourned at 1:25 p.m.

The next meeting will be Wednesday, May 4, 2022, at 12:00 p.m.