



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Marketing Advisory Committee

January 15, 2020 – 11:00 - 12:30 am
323 Geary Street, Suite 203

MINUTES

In attendance

Committee members: Franck Legrand, Sonia Ginsburg, Katie Wilson, Emily Coalson, Mark Watson, Jill Plemons, Matthew Coleman, Scott Sutliff, Darlene Dinsmore, Danica Jacinto, Dani Montague

Staff and contract service providers: Robbie Silver (Director of Marketing & Public Realm, USBID), Joshua Chan (Project Coordinator, USBID) and Eva Schouten (Intern, USBID)

Guests: Marcus Sams (Moment Improv), Gary Glass (Museum of Ice Cream)

1. Call to Order and Introductions

Observing a quorum present, Matthew Coleman called the meeting to order at 11:00. Introductions were made.

2. Action to approve the November 20, 2019 minutes

Action: The committee unanimously approved the November 20, 2019 minutes, as motioned by Mark Watson and seconded by Darlene Dinsmore.

3. Public Comment

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

4. Rebranding & new website update and action to approve Rebranding & New Website RFP, Proposed Timeline, and Pre-Selected Firms.

Matthew provided the committee an update regarding the rebranding of the USBID. Rob provided a summary of the timeline and RFP methodology, and directed members to the RFP provided during the meeting. Members were provided a walkthrough of the RFP terms,

conditions, requirements, and asks. Discussion took place among members regarding the preselected 5 design firms invited to submit a proposal. Members also suggested additional firms that may be a resource.

Action: The committee unanimously approved the Rebranding & New Website RFP, Proposed Timeline, and Pre-Selected Firms as motioned by Mark Watson and seconded by Dani Montague. The following committee members voted by proxy: Wera Von Wulfren, Gena Egelston, Hannah Miller, Grace Choung, and Swann Freslon.

5. **Action to approve rebranding Steering Committee Chair**

Matthew Coleman nominated Mark Watson as the Chair for the Rebranding Steering Committee.

Action: The committee unanimously approved Mark Watson as the Rebranding Steering Committee Chair as motioned by Gary Glass and seconded by Franck Legrand.

6. **Updates**

- Winter Walk

A brief update on the operations and challenges of Winter Walk was provided to committee members. Brief discussion took place among members regarding the feasibility of Winter Walk 2020. The USBID looks to open the planning discussion next month.

- Rockin' Holiday Fundraiser Debrief

Robbie informed the committee that the Fundraiser has raised around \$96,000 for the Union Square Foundation's homeless services. The USBID thanked Macy's their generous donation and sponsorships.

- Mardi Gar Pub Crawl – February 25, 2020

Robbie provided a recap of previous Wine Walk events and the USBID's in promoting the galleries and artists in Union Square in the past. This year, the USBID is planning a Mardi Gras Pub Crawl which will take place on February 25 from 06:00pm – 09:00pm. Brief discussion took place among members regarding the event logistics and other related details. Member who are interested in being a part of the event may reach out to Rob directly.

- Coffee & Connections Discussion

Josh provided the committee a brief recap of Coffee and Connection events in the past, and the USBID's plan for it this year. Brief discussion took place among members regarding some possible Coffee & Connections topics. Committee members also suggested to make Coffee & Connections a quarterly event.

- Lunch on the Lane Discussion
Rob provided an update regarding the challenges the USBID have had in working with the fire department and Off the Grid. The USBID will be postponing Lunch on the Lane till further notice.
- Website Event Listings
Josh provided a quick update on the USBID's bi-weekly newsletters. Members who are interested in promoting their store events and deals are encouraged to contact Josh at Joshua@UnionSquareBID.com. Newsletters will be going out every other Wednesday at 6:30pm.
- New guides
Rob directed committee members to the new district guides. Due to a production error, however, the guides will not be released and will be reprinted for quality assurance.

7. Activations & Public Art Update

- Campton Place
Rob updated the committee regarding the Campton Place activation project; members were directed to a rendering of the neon light sculptures proposed and approved at the Streetscapes Committee. A brief discussion took place among members regarding an alley activation project the USBID might organize with students from the Academy of Art University.
- Hallidie Plaza
Rob updated the committee regarding the USBID's ambition in activating and beautifying Hallidie Plaza. The USBID is soliciting feedback from the City regarding the feasibility of erecting flags of the sister cities around the edge of the plaza similar to the Rockefeller Center in New York City. A brief discussion took place among members regarding the Union Square Foundation's vision in replacing the tree wells on Powell Street with planters.

8. Adjournment and Next Meeting: March 18, 2020

Matthew Coleman adjourned the meeting at 12:30am.