



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Marketing Committee

Meeting Agenda Wednesday, March 24, 2021, 12:00pm

Zoom: <https://us02web.zoom.us/j/81386521405>

Chair: Matthew Coleman, Harry Winston

1. **Call to Order & Introductions** (12:00)
2. **Public Comment** (12:05)
3. **Action:** Approve the Jan 20, 2021 Minutes (12:10)
4. **Social Media Strategy and Status Update:** (Lisa and Eva) (12:15)
5. **Update on Rebranding Project:** (12:20)
 - **Presentation:** J2 Union Square Brand Identity
 - Next Steps: Selection, Timeline, Deliverables
6. **COVID-19 Business Support Programs & Give Back** (12:40)
 - Economic Recovery Task Force Report
 - Restaurant Give Back Program (Josh)
7. **Activations & Events** (12:50)
 - Murals and Vacant Storefront Activations
 - Ellis Street JAM Permit and Schedule
 - Union Square Park Cafes and Events
 - Discussion of Ideas and Draft Calendar for 2021
8. **Chair Announcement** (1:15)
9. **New Business** (1:25)
10. **Adjournment and Next Meeting:** May 19, 2021 at 12pm (1:30)