



## Marketing Advisory Committee

Wednesday November 20, 2019

11:00 am–12:30 pm

323 Geary Street, Suite 203

### Meeting Minutes

#### 1) Call to Order & Introductions

Robbie Silver, Director of Marketing of the USBID called the meeting to order at 11:06am. Introductions were made.

The following members were in attendance: Matthew Coleman, Darlene Dinsmore, Gena Egelston, Christopher Huth, Franck Legrand, Jaavon Martin, Hanna Miller, Scott Sutliff, and Wera von Wulfen.

The following USBID staff were also in attendance: Robbie Silver (Director of Marketing and Public Realm) and Joshua Chan (Project Coordinator).

#### 2) **ACTION: To approve September 18, 2019 Committee Meeting Minutes**

ACTION: Committee members unanimously approved the meeting minutes from September 18, 2019, as motioned by Darlene Dinsmore and seconded by Gena Egelston.

#### 3) Public Comment

None.

#### 4) Icebreaker

Led by Christopher Huth, the committee engaged in an icebreaker discussing most memorable Christmas present received.

#### 5) Rebranding Update

A presentation regarding the USBID's current branding was provided detailing the importance of refreshing the current USBID brand image. Timeline of the rebranding project was provided. Committee members were asked to envision the future of the USBID branding.

#### 6) Event Updates

##### a) Winter Walk SF

An update was provided to committee members regarding the challenges the USBID has faced regarding the preliminary planning and permitting process of Winter Walk this year with retailers, multiple city departments, and Off the Grid. The USBID is looking to terminate its contract with Off the Grid and is currently in contact with Urban Space in working out a scaled-back version of Winter Walk.



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b) Wine Walk Recap

A special thank you was given to committee members Darlene, Chris, and Team at Macy's, Hanna and Team at Morton's Steakhouse, Randy and team at the Feinstein's at the Nikko's, and all the other participants of the Wine Walk. The USBID has exceeded its goal with 320 attendees, and extremely positive feedbacks were received from the community. The USBID looks to host another Wine Walk in Spring/Summer of 2020. Discussion took place among members regarding the possibilities of including beer as an option, and the possibilities of extending the event duration.

c) Rockin' Holiday Fundraiser—December 11 @Starlight Room

Committee members were reminded to RSVP to the Union Square Foundation's Rockin' Holiday Fundraiser event on December 11 at the Lizzie's Starlight at the Kimpton Sir Francis Drake Hotel. Committee members were encouraged to reach out to Rob at [Robbie@UnionSquareBID.com](mailto:Robbie@UnionSquareBID.com) for any raffle prizes they might be interested in donating to the event. Rob thanked Macy's for their incredibly support and generosity in being the gold sponsor of the event.

d) Coffee and Connections: January 22 (Hotel Related)

The USBID looks to host its next Coffee and Connections event on January 22, with professionals of the hotel & hospitality industry in sharing their insights on tourism trends and possible partnership with the other industries in the district. Brief discussion took place among members regarding the future direction of Coffee and Connections type events.

**7) Collateral Updates**

a) Holiday Happenings Guides

Members were directed to the finalized draft of the Holiday Happening Guides that showcases a few holiday destinations and entertainment venues in Union Square during the holiday season.

b) New Guides

An update was provided to committee members regarding the new District Guides the USBID is producing in partnership with an external marketing firm. The SFMTA will be sponsoring the production of 5,000 of these guides. Brief discussion took place among members regarding the design choices and features of the District Guides.

**8) Activations & Public Art Update**

a) Campton Place

The USBID is moving forward with the two received art grant for Campton Place and related neon light project. Brief discussion took place among members regarding the possible

b) Hallidie Plaza

City departments have voted against the proposal to install the *R-Evolution* metal sculptural piece by artist, sculptor, and metal worker Marco Cochrane in Hallidie Plaza.



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**9) New Business & Promotional Items**

- a) Committee members each shared the promotional items happening at their business. Brief discussion also took place regarding the new Palihotel SF (formerly the Mystic Hotel) and their renovation timeline.

**10) Next Meeting: Wednesday, March 15, 2020.**

- a) Adjournment 12:30 pm