



UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

## ***Marketing Advisory Committee Meeting Minutes***

Wednesday, July 7th, 2019

11:00 am – 12:30 pm

323 Geary St., Suite 203

### **SAN FRANCISCO STARTS HERE**

#### Meeting Minutes

##### **1. Call to Order, Introductions, & Promotional Items**

- Robbie Silver, Director of Marketing of the USBID called the meeting to order at 11:04AM. Introductions were made.

Members in attendance:

Boe Geis, Christopher Huth, Darlene Dinsmore, Gena Egelston, Grace Choung, Hannah Miller, Jill Plemons, Mark Watson, Matthew Coleman, Abel Barrera, Jaavon Martin, and Danica Jacinto.

USBID staff in attendance:

Robbie Silver, Director of Marketing and Public Realm; Isabella Hershey (Intern).

##### **2. Public Comment**

- None.

##### **3. Marketing Committee Chair Search & Committee**

- The Union Square Business Improvement District is in search of a new marketing committee chair.

##### **4. Renewal Update**

- The BID was renewed with an 85% in favor rating and 70% voter turnout. Moving forward, the timeline is still to be tweaked. Robbie announced he met with Ben Horne, Deputy Director, to go over the budget and because it was approved by Ben, it will now be brought to the Board of Directors.

##### **5. Rebranding/New Website Timeline**

- The BID is looking to rebrand the website so a sub-committee for the website re-branding may want to be formed. It seems that the total cost will be around \$250,000 and the plan is to submit an RFP by the end of the 2019 calendar year.

##### **6. Event Updates**

- Lunch on the Lane: The food trucks have a new schedule: Tuesday, Wednesday, and Thursday from 11am-2pm.
  - Christmas in July – July 25: Off the Grid will be hosting a kick-off for Lunch on the Lane, Christmas in July.
- Winter Walk SF: There was a community meeting at the end of June to gain a general feel for people thoughts of Winter Walk being on Maiden Lane and Grant this year. Most comments were concern about their stores' delivery schedules and the level of noise. 3 RFPs were submitted to hosting companies and 2 responded. Robbie mentioned that if anyone was interested in helping to score these, to let him know. The BID is still waiting on the city's green light to go ahead. A European style holiday market has been discussed. If people want to develop a sub-committee for Winter Walk, they may.

##### **7. Upcoming Events**

- Member Mixer: July 18<sup>th</sup>
- Coffee and Connections: July 24<sup>th</sup>

##### **8. Collateral**



Facebook.com/UnionSquareSF



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- New Guides: Robbie presented the new economic impact pamphlets and announced that new 'Top 10' guides will be made. Rather than 3 separate guides, 1 individual guide with a lot of information and a mini map will be made. People expressed their suggestions to make the new pamphlet.
- How to promote new services: Robbie asked for general suggestions for improving services accessibility: QR codes, email reminders for people to be more familiar with the services phone number, mask the long service number (877=USQ), slideshow format for managers to show their new employees.

## 9. Activations & Public Art Update

- Campton Place: 2 grants have been received to activate Campton Place; one for light art and another to shut down the alley to cars to have food and events. The light art project would hopefully be completed by May or June 2020.
- Hallidie Plaza: The Union Square Foundation board is trying to find new funds for this activation project.
- Paparazzi Dogs: The Paparazzi Dogs will be up until July 2020.
- Wine Walk: Though the first Wine Walk was a success, for the next one a new event firm will be used.

## 10. New Business & Promotional Items

- Macy's
  - Effy brand jewelry pop-up.
- Harry Winston
  - New timepiece collection in store.

## 11. Next Meeting: Wednesday, September 18th, 2019

- **Adjournment 12:19 pm**

