



Marketing Advisory Committee

November 3, 2021 — 12:00 – 1:30pm
Neiman Marcus, Rotunda

MINUTES

In attendance

Committee members: Marcus Sams, Mark Sullivan, Lee Gregory, Franck Legrand, Dani Montague, and Aaron Feeley.

Staff and contract service providers: Marisa Rodriguez (Executive Director), Lisa Frisch (Director of Marketing & Events), and Eva Schouten (Volunteer).

Guests: Christine Torrington

1. Call to Order and Introductions

Observing a quorum present, Mark Sullivan called the meeting to order at 12:18 p.m.

2. Public Comment

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

3. Approve the September 22, 2021, Minutes

Action: The committee unanimously approved the September 22, 2021, minutes as motioned by Lee Gregory and seconded by Franck Legrand.

4. New Executive Director: Marisa Rodriguez

Marisa introduced herself to the committee.

5. Social Media Strategy and Status Update:

- Monthly Reports – July and August

Throughout the months of September and October, we continued to focus on the events taking place at Union Square Park including SF Wednesdays, and Saturday music events by the Alliance which concluded early October. In September we also covered a broad range of restaurants, retailers and beautiful locations and historic pictures. In October there were additional events such as the Fleet Week 1st Marine Band who performed at Union Square Park, SF restaurant week and Halloween which was a constant presence on our page and in our stories.

6. Update on Rebranding Project:

- Phase 3: J2 Uniforms, Vehicles Proposal



The uniforms have been produced and will be delivered soon. The logos will be embroidered onto the uniforms. Once received, a roll out date will be determined. We are still waiting for the templates of the vehicles. Lisa informed the committee about the designs of the uniforms.

- Alliance Collateral- Annual Report, New Brochure

The Annual Report has been approved and printed. The next piece of collateral will be a brochure that explains the roll and services of the Union Square Alliance in a brief document for new members or stakeholders.

- Phase 4: Website Improvements and Timeline

J2 has designed and will presented a wireframe to the Alliance tomorrow. This project will take approximately 6 months and it has been determined that a lot of curated content will need to be created therefore a copy writer may be hired.

7. Activations & Events

- Holiday Press Release

Lisa summarized all the holiday activations taking place at Union Square which are summarized in the Holiday Press Release. If you would like to be covered on social media please reach out to lisa@unionsquarealliance.com. a discussion took place about PCH miracle pop-up bar.

8. Member Events

- Holiday Event- December 2, Westin St. Francis

The Holiday Fundraiser will take place on December 2 at the Westin St. Francis. Lisa provided a summary about the fundraiser and current run of show. She also explained the roll of the Foundation and the programs they support.

- Next Meeting

A discussion took place about the marketing committee meeting schedule of 2022. Majority of the committee would like to continue meeting bi-monthly at 12:00 p.m. A discussion took place about retail safety.

9. Adjournment and Next Meeting

Meeting adjourned at 12:33 p.m.

The next meeting will be January 5, 2021 at 12:00 p.m.