



Marketing Advisory Committee

January 5, 2022 — 12:00 – 1:30pm
Hybrid Meeting, 291 Geary Street Suite 200 and via zoom

MINUTES

In attendance

Committee members: Marcus Sams, Mark Sullivan, Lee Gregory, Franck Legrand, Mark Watson, Adam Enstall, Carlos Corona, Jason Dyer, Sharleen Ehler, Sylvia Faison, Nick Cattaneo, and Wyatt Lin.

Staff and contract service providers: Ben Horne (Deputy Director), Dianna Cavagnaro (Marketing consultant), Melanie Medina (Intern).

1. Call to Order and Introductions

Observing a quorum present, Mark Sullivan called the meeting to order at 12:02 p.m.

2. Public Comment

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

3. Director of Marketing Hiring Update

Ben gave the committee an update on the process of hiring a new Director of Marketing and Events. He has scheduled 10 initial interviews that will then be narrowed down to about 5 or 6 candidates. The Alliance hopes to hire a candidate by early to mid-February.

4. Approve the November 3, 2021, Minutes

Action: The committee unanimously approved the November 3, 2021, minutes as motioned by Lee Gregory and seconded by Mark Watson.

5. Social Media Strategy and Status Update

Dianna gave a rundown of social media numbers and content from the holidays. Maggie, the Alliance's digital marketing coordinator, has done a great job capturing the holidays and the Instagram account has reached 6,122 followers. The pedestrian count has been at the highest this year directly because of the holidays. The events from November 19 were not highlighted on social media.

6. Update on Rebranding Project:

- a) Phase 3: J2 Uniforms, Vehicle Update



Phase 3 is still in the process of being completed. Ambassadors now have new bright blue uniforms, and the vehicles are in the process of getting wrapped. A discussion took place about Legion's uniform having a Union Square Alliance badge.

- b) Phase 4: Website Wireframe received; next meeting with J2 on 01/12
Dianna gave a rundown of the overall timeframe of the website project. The new website will have the new branding to it, a refined directory for easier navigation and curated content. A discussion took place regarding layout of directory listing of members.
- c) Visity- Economic Development
Ben introduced a possible tool called Vistry; an online platform for intentionally curated and visually impactful virtual experiences. This online platform makes it easy to create engaging and immersive tours for prospective tenants and help boost economic development. Discussion took place regarding security measures and safety, along with bringing Vistry to speak to the committee.

7. Activation & Events

- a) Update on Hallidie Plaza Improvements
The Alliance continues to work on aesthetic improvements throughout the plaza. This includes more planters and banners on the West side of the plaza, large board games that Urban Alchemy looks over, and permanent bistro lights hanging above the plaza. The Alliance is in works Urban Space and OEWD to make a possible food cart space in Hallidie.
- b) Holiday!
 - a. Lighting Elements, Skating Rink, Macy's Tree, Menorah
The palm trees at the park will be continues to be lit past the holiday season. Macy's great tree has been taken down, the ice rink's last day on January 17th, and holiday décor in Hallidie plaza will be removed January 10th.
 - b. Ornament Project on Powell, Cable Car Decorations
The large ornaments along Powell Street have been removed and the program of decorating a cable car will return in 2022.
- c) Discussion: Union Square Park Events Calendar 2022 and Goals
Saturday live music will continue in the spring and permits are currently being processed. The Alliance would like to create a holiday committee to prepare early



on for the holidays and possibly bring back Winter Walk. If anyone is interested in joining this committee, please reach out to Marisa or Dianna. A discussion took place about summer activations and Wi-Fi in Union Square Park.

8. Member Events

Dianna gave a recap of the following events the Alliance has hosted.

a) Holiday Event- December 2, Westin St. Francis

b) SFPD Appreciation Event

This event was cancelled due to covid.

c) Retail Theft, Safety & Services Summit

This event was one of a series where City leaders come and speak to the members of Union Square about retail theft, safety, and services. The next event will be held in March. Date is subject to change.

9. Adjournment and Next Meeting

Meeting adjourned at 1:16 p.m.

The next meeting will be March 2, 2022, at 12:00 p.m.