



Marketing Advisory Committee

May 4, 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, Adam Enstall, Jason Dyer, Sylvia Faison Wilkerson, and Dani Montague.

Guests: Ari Anderson (Vistity)

Staff and contract service providers: Ben Horne (Deputy Director), Stacy Jed (Director of Marketing and Events), Eva Schouten (Marketing Coordinator), 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. Approve the January 5, 2022, Minutes

Action: The committee unanimously approved the March 2, 2022, minutes as motioned by Lee Gregory and seconded by Marcus Sams.

4. Approve moving forward with Vistity

Ben gave a recap of the Vistity presentation from the previous meeting. He reiterated that Vistity could be used as an economic development tool and be helpful for visitors and current and future businesses. Ari Anderson answered follow up questions the committee had.

Action: The committee unanimously approved to move forward with Vistity as motioned by Adam Enstall and Dani Montague.

5. Digital Marketing Updates:

a. Social Media Monthly Reports- March and April

During the month of March, the social media focused on the beginning of Spring, Flower Bulb Day, International Women's Day, and St. Patrick's Day. The Spring Saturday music series also began in partnership with We Are the Kind. April had



a focus on Easter with a popular post of chocolate bunnies. Instagram followers continue to go up however, numbers on Facebook and Twitter have gone down. A social media strategy calendar has been created to thoughtfully plan out social media posts for the month.

b. Newsletter B2B and B2C Open Rate Report- March and April

There are now two member newsletters and one consumer newsletter per month. The Alliance will develop a feedback survey for the members about the member newsletter.

c. Summer Ad Campaigns

There are two opportunities to advertise Union Square. One option is San Francisco Magazine for \$3,000 for the June issue; the other option is Local Getaway for \$3,180 for the June issue as well. Discussion took place about digital copies and content for the ad.

6. Update on Rebranding Project:

a) Branding

a. Board and USAlliance Team Name Badges

Name badges will be purchased for Alliance staff and Board members to wear during large events such as the luncheons.

b. USAlliance Lapel Pin

Lapel pins are in the process of being ordered and made. They will be blue with the Alliance circle and square logo.

c. Legion: Blue Jackets, Design wrap for Tesla

Legion, the Alliance's overnight security, will upgrade their uniform to blue jackets to let the community know of our presence overnight. A Tesla wrap is in the process of being designed.

d. Uniforms- purchased for staff and board members

Uniform jackets have been ordered for Alliance staff and Board members

e. Barricade Covers

The Alliance would like to order barricade covers for events at Union Square Park. More research needs to be done.

f. Member Services truck stickers, GEM car, and Gator



The new branding will be added to the member services truck as decals rather than being fully wrapped. The GEM car and gator will also have the new branding decals.

b) Website Updates:

a. Updates Timeline/ Next Steps

The website is now scheduled to be launched in late October. There was a hiatus in the beginning of the year due to internal staff changes.

b. Conducting interviews with 15+ “stakeholders”

Stacy will be reaching out to several members of the community for their opinion and input on content for the website refresh.

7. Activations & Events

a) Update on Hallidie Plaza Improvements

There have been no new improvements at the plaza. Urban Space is set to move forward, and an engineering firm was hired that provided a document of possible renderings for the space.

b) Union Square in Bloom, March 28- May28

Moving forward, Union Square in Bloom will be an annual tradition from March 28th- May 28th. On May 28th, there will be closing celebration at Union Square Park with salsa music, dancing, and a margarita bar provided by Hawthorn.

c) Art market/ CK Contemporary, April 23

After a two-year hiatus, the Art Market in San Francisco returned. Ten art galleries in the district were present at the Art Market in Fort Mason. CK Contemporary held a celebration at their gallery that was televised on local news.

d) Holiday Planning Committee, March- June

There is an active holiday committee working on the plans for the holiday season.

8. Member Events

a) Annual Luncheon- May 6, Westin St. Francis

This coming Friday will be the Alliance’s annual luncheon with The RealReal as the presenting sponsor. Tickets and tables have been completely sold out.

9. Adjournment and Next Meeting

The next meeting will be Wednesday, July 6, 2022, at 12:00 p.m.