



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Marketing Advisory Committee

May 20, 2020 – 12:00 - 01:30pm
Virtual Zoom Meeting

MINUTES

In attendance

Committee members: Jeanne Brophy, Jill Plemons, Matthew Coleman, Mark Watson, Maxine G. Reyes, Franck LeGrand, Marcus Sams, Dave Rubin, Joan Rosenberg, Dani Montague, Danica Jacinto, and Wera von Wulfen.

Staff and contract service providers: Robbie Silver (Director of Marketing & Public Realm), Joshua Chan (Sr. Project Coordinator) and Eva Schouten (Intern)

Guests: Saltwater Loyalty, Jason Gilbert (CEO) and Steve Jaffe (VP Marketing)

1. Call to Order and Introductions

Observing a quorum present, Matthew Coleman called the meeting to order at 12:00.

2. Public Comment

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

3. Presentation: Saltwater Loyalty by Jason Gilbert (CEO) and Steve Jaffe (VP Marketing)

Jason Gilbert introduced Saltwater Loyalty—a company created to uphold the value and vision of Development Districts and Retail Centers through loyalty programs—who have experience working with several BIDs. A discussion about the program of Saltwater Loyalty, and its application for retailers, hoteliers, and other businesses within the district followed.

4. COVID-19 business Support Programs & Give Back

- Economic Impact Study

Rob informed the committee that he has partnered with ntrpy to gather data about the economic impact of COVID-19 on the businesses in the district. A verify of data of 120 completed surveys is collected which will be compiled into an infographic for financial aid

and coronavirus relief programs applications.

- Restaurant Give Back Program

Josh informed the committee that to support the local restaurants, the USBID has been purchasing lunches and providing them to first responders and essential workers in hospitals, pharmacies, SFPD, and SFFD.

- Social Media Contest

Eva informed the committee that to support businesses in the district, the USBID has purchased gift cards from them. These gift cards have been the prizes for the social media contests the USBID has been conducting.

- Visitor Survey

Rob informed the board that he is working with ntorpy to create a Visitors Survey to gauge public interests regarding travelling, shopping, and coming to Union square. The survey results will be used for the USBID's reopening and rebranding campaigns.

5. Rebranding & New Website: Timeline &u Update

Matthew updated the committee that the rebranding process has been postponed. The timeline will evolve in accordance to the development of the pandemic. The USBID hopes to convene in-person interviews with the selected 3 Marketing firms sometime between July and September; when it is safe to do so. Brief discussion regarding budget of the process followed.

6. Post COVID-19 Marketing & Economic Development

Rob updated the committee that due to the pandemic, the USBID will allocate less resources for public events, and will instead look to reallocate efforts toward economic development projects. A brief discussion regarding specific visions and project outlines took place.

7. New business & Promotional Items

Brief discussion took place among members regarding business updates and other promotional items; members also discusses about their businesses' possible reopening plan or other COVID-19 related resources and protocols.

8. Adjournment and next meeting

Meeting adjourned at 1:30pm.

The next meeting will be Wednesday July 22, 2020