



Wednesday, February 12, 2020, 4:00 p.m.
The Cat & Fiddle Restaurant, 742 N. Highland Ave, Los Angeles, CA

Approved Minutes of Special **MARKETING COMMITTEE MEETING**

Approved on March 11, 2020

Attending: D. Bass, A. Gardner, R. Groeper, N. Larrew, J. Luster

Absent: P. Hickey, A. Wilder

Guests: Catherine Lev

Staff: D. Eisenberg

1. **Call to Order/Welcome/Introductions**
The meeting was called to order by Larrew at 4:05 p.m.
2. **Public Comment for Items Not on the Agenda**
None.
3. **Approval of Meeting Minutes (Motion)**
Larrew made a motion to approve the Marketing meeting minutes of Wednesday, January 15, 2020; seconded by Gardner. The motion passed unanimously.
4. **Website**
 - a. Linking to CD-4 and CD-13
Larrew reported that the website landing page is now updated with toggle links to either CD-4 and CD-13 websites, and both are working well.
 - b. Linking the website to other media departments
Larrew also reported that linking to LAHSA (Los Angeles Homeless Services authority) would be beneficial for businesses in the district that each has information on homelessness and services for people living on the street.
 - c. Posting of additional videos of the District on the website
Gardner proposed adding additional videos on the website promoting new businesses and developments. The committee discussed several new businesses that reflected the growth of the District. Luster and Bass noted that this would help to attract more visitors to the district. Bass also mentioned collaborating with businesses to obtain existing video footage for use on the website.

Gardner advised that a “pop-up” should be added to the website homepage that would allow viewers to sign-up for newsletters or special events in the district. Gardner also expressed that this would help up to build up the District contact list.

5. **Social Media**

a. Updates

Catherine Lev reported that she has been posting more short video and events on Instagram to help increase engagement and followers; she also updates the calendar based on information gathered from what is happening in the BID from galleries, restaurants, and philanthropy. Larrew and Lev also discussed brainstorming an Instagram contest in order to gain additional followers. Additional ways to increase followers on Instagram were discussed. March social media will focus on Little Europe, featuring European styled restaurants Petit Tois, Mozza and, the opening of Gigi’s. Lev also stated that she would create posts on social media showing dog friendly in the BID. In addition, Gardner pointed out that there should be more social media posts on CD-13 and CD-4

b. Bid APP

Larrew suggested that we do not work on developing a BID APP right now since the committee is still working on elevating the website and social platforms.

6. **HMD BID Logo Development**

Larrew reported that Jennifer Mola, Dianna Eisenberg and herself would begin to develop logos in-progress for review at the next Marketing meeting on March 11, 2020.

7. **4th Quarter Newsletter**

Gardner and Larrew both suggested that a copywriter would be helpful for the next newsletter.

8. **New Business**

None.

9. **Adjournment**

The meeting was adjourned at 5:20 p.m.

Next Meeting

Wednesday, March 11, 2020 at 4:00 p.m.

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