



Wednesday, March 11, 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 May 13, 2020

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

Absent: P. Hickey, A. Wilder

Guests: Catherine Lev

Staff: Dianna Eisenberg

1. **Call to Order/Welcome/Introductions**
The meeting was called to order by Larrew at 4:00 p.m.
2. **Public Comment for Items Not on the Agenda**
None.
3. **Approval of Meeting Minutes (Motion) - Feb 12, 2020**
Gardner made a motion to approve the Marketing meeting minutes of Wednesday, Feb 12, 2020; seconded by Larrew. The motion passed unanimously.
4. **Website**
Gardner reported that the website is being updated with Covid-19 links, resources, and information on businesses in the District that will remain open during the stay at home order.
5. **Social Media**
Gardner stated that the majority of the restaurants in the BID are starting to shut down except for delivery services, due to Covid-19. Gardner discussed advertising options to help bring business to businesses, within the local and surrounding areas of the District. Gardner stated that Cat Lev would be creating informative business posts on social media referencing restaurants that open in the BID and what services are being offered.
6. **Video**
Larrew reported that Skid Rover, a program of Homeless Healthcare Los Angeles, held its first fundraising event in the District, at The Formosa Group

Hollywood. The video recording of the event was produced by Larrew, can be viewed on Vimeo.

7. **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 May 13, 2020.

8. **4th Quarter Newsletter**

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

9. **New Business**

None.

10. **Adjournment**

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

Next Meeting

Wednesday, May 13, 2020 at 4:00 p.m.

Location: Zoom Teleconference

<https://us02web.zoom.us/j/82861838790>

Meeting ID: 828 6183 8790