



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

Zoom Teleconference | <https://us02web.zoom.us/j/82861838790> | Meeting ID: 828 6183 8790

## **Marketing Committee**

### **SPECIAL MEETING AGENDA**

ANY ITEM ON THIS AGENDA IS SUBJECT TO ACTION, INCLUDING A MOTION AND VOTE

**Co-Chairs:** A. Gardner and N. Larrew

**Members:** D. Bass, R. Groeper, P. Hickey, A. Wilder

1. **Call to Order/Welcome/Introductions**
2. **Public Comment for Items Not on the Agenda**
3. **Approval of Meeting Minutes (Motion)**  
Wednesday, March 11, 2020, Marketing Committee Meeting Minutes
4. **Website Updates**
  - a. Covid-19 Links
  - b. Resource Links
5. **Social Media – Update**
6. **District Monthly Eblast**
7. **Video of District**
8. **Marketing Plan**
9. **Database**
10. **Logo Development**
11. **4<sup>th</sup> Quarter Newsletter**
  - a. Distribution



12. **1<sup>st</sup> Quarter Newsletter**
  - a. Profile on Executive Director
  - b. Profile on Security
  - c. Positive presentation of the work of our two councilmembers and their staff, CD-4 and CD-13, (i.e., the points of ***the BID letter last week and the response of CD-4 and CD-13.***)
  - d. Profile on Hudson Pacific that is continuing to complete construction on the Harlow Project and plans to open soon. A more positive side of the working through the pandemic.
  - e. A short report on our effort to help local restaurants through mailing and website.
  - f. SAFE Committee Outreach grocery delivery program
  - g. Jeff Luster, new President welcome letter
  
13. **Old Business**
  
14. **New Business**
  
15. **Adjournment/Next Meeting:**

Wednesday, June 10, 2020 at 4:00 p.m.

Zoom Teleconference  
<https://us02web.zoom.us/j/85231295746>  
Meeting ID: 852 3129 5746

*Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Hollywood Media District BID does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the HMD BID Office at 323.371.7438 or email [dbass@basslawla.com](mailto:dbass@basslawla.com).*