



Wednesday, January 15, 2020, 4:00 p.m.  
The Cat and Fiddle, 742 N. Highland Avenue, Los Angeles, CA 90038

## **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, N. Larrew, T. Lee, C. Short, A. Wilder

- 1. Call to Order/Welcome/Introductions**
- 2. Public Comment for Items Not on the Agenda**  
None.
- 3. Approval of Meeting Minutes (Motion)**  
Thursday, December 19, 2019 Marketing Committee Meeting Minutes
- 4. Website**
  - a. Jennifer Mola to continue working on the website through January
  - b. New video added from stakeholder event on the home page
- 5. Social Media**
  - a. Cat Lev to discuss social media direction and stats
  - b. Video footage taken of the tree cutting and emails to stakeholders
- 6. 4<sup>th</sup> Quarter Newsletter**
  - a. Finalize ideas for the newsletter
- 7. Database**
  - a. Gardner to devise a plan to go door to door to introduce the stakeholders to the BID with the help of Andrews Global security team as well as committee members.
  - b. Brochure/Business Card to distribute to stakeholders
- 8. Old Business**  
None.
- 9. New Business**  
None.



**10. Adjournment/Next Meeting**

Wednesday, February 12, 2020 at 4:00 p.m.

The Cat and Fiddle 742 Highland Avenue, Los Angeles, CA 90038

*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).*