



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

SPECIAL APPROVED MARKETING COMMITTEE MEETING MINUTES

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

ATTENDING: D. Bass, A. Gardner, R. Groeper, P. Hickey, Nancy Larrew, A. Wilder

ABSENT: T. Lee

- 1. Call to Order/Welcome/Introductions**
Co-Chair Ashlee Gardner called the meeting to order at 4:11 p.m.
- 2. Public Comment for Items Not on the Agenda**
None.
- 3. Approval of Meeting Minutes (Motion)**
Thursday, December 19, 2019 Marketing Committee Meeting Minutes (Deferred).
- 4. Website**
 - a. Jennifer Mola will continue to work on the website through January.
 - b. A new video from the Annual Stakeholders event was added on the home page. New content is continuously being added.
 - c. Catherine Lev will be curating a weekly list of events to add to the calendar page.
- 5. Social Media**
 - a. Catherine Lev, social media manager, found articles on the BID Stakeholders in the news and will put together more social spotlights.
- 6. 4th Quarter Newsletter**
 - a. Larrew will be finalizing ideas for the BID Newsletter and will incorporate a new section titled 'People of the BID.'



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7. Database

- a. Committee members, along with the help of Andrews Global security team, will devise a plan to go door-to-door to introduce the Stakeholders to the BID, and update contact information.

8. New Business

- a. The marketing members unanimously decided to work on a new BID logo. Wilder, Larrew, and Groeper will meet to brainstorm new concepts.

9. Adjournment/Next Meeting

The meeting was adjourned at 5:15 p.m.

Next Meeting:

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