



Wednesday, February 12, 2020, 4:00 p.m.
The Cat & Fiddle Restaurant, 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, A. Wilder

1. **Call to Order/Welcome/Introductions**
2. **Public Comment for Items Not on the Agenda**
None.
3. **Approval of Meeting Minutes (Motion)**
Wednesday, January 15, 2019 Marketing Committee Meeting Minutes
4. **Website**
 - a. Linking to CD-4 and CD-13
 - b. Linking the website to other city departments
 - c. Post additional videos on District
5. **Social Media**
 - a. Updates
 - b. Increase followers
6. **Creation of a BID APP**
7. **HMD BID Logo Development**
 - a. Updates
8. **4th Quarter Newsletter**
 - a. Distribution by email and regular mail
9. **1st Quarter Newsletter**
 - a. Articles
10. **Database**
 - a. Walking the district to update information on businesses
 - b. Other means of information collection



11. Old Business

12. New Business

13. Adjournment/Next Meeting

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

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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.