



Approved Minutes of
SPECIAL MARKETING COMMITTEE MEETING

Approved on November 11, 2020

Attending: D. Bass, A. Gardner, R. Groeper, J. Luster
Absent: P. Hickey, A. Wilder
Guest: Ryan Beatty, Cat Lev, Mackenzie Morrison
Staff: Dianna Eisenberg

1. **Call to Order/Welcome/Introductions**
The meeting was called to order by Chair Gardner at 4:04 p.m.
2. **Public Comment for Items Not on the Agenda**
None.
3. **Approval of Meeting Minutes (Motion), October 07, 2020**
Bass made a motion to approve the minutes of Wednesday, October 07, 2020; the motion was seconded by Luster. The motion passed unanimously.
4. **Introduction Ryan Beatty**
Gardner introduced Ryan Beatty who will be managing the Media District various social media accounts, website updates and bi-monthly email blasts. In addition, Ryan will also provide monthly analytic reports on all social channels and helping to grow the Media District social following.
5. **Introduction Mackenzie Morrison**
Eisenberg introduced Mackenzie Morrison has been writing copy for the Media District quarterly newsletter and website articles. She will now begin to contribute social media content and copy focused on District events, Bi-monthly email blasts and special projects such as the Media District informational brochure.
6. **Social Media/Website Update**
Eisenberg provided an overview of the new social media and website flow chart showing roles, responsibilities and how new vendors will collaborate between the Executive Director and Marketing Committee, as well as the approval process of all social content, channels and costs.



7. **Newsletters**

Eisenberg presented the 2Q Newsletter graphics and explained how each completed article in the Newsletter will be converted to blog posts on the website and social media channels. The newsletter is also posted on the website and emailed to all stakeholders.

The committee also reviewed potential topics that to be researched and possibly incorporated into the 3Q Newsletter such as profiles on businesses, people of the BID, safety, clean statistics and other events within the BID.

8. **HMD Brochure**

The Media District Brochure will be an informational printed brochure that will provide key administrative and contracted support information to stakeholders such as, its history and origin, local contact information, budget, assets, priorities, governance structure, boundaries and contracted vendors that clean and patrol the BID.

Eisenberg displayed a layout of how the brochure will be designed and is working on getting competitive quotes for printing. Mackenzie Morrison is working on the copy and expects to finish within the next several weeks.

9. **2020 Annual Stakeholder Meeting**

Gardner discussed marketing, website and social media assets needed to support the 2020 Annual Stakeholder Meeting. Eisenberg will create the graphics and provide to Ryan Beatty to post on the website, social media channels and send via e-blast to the stakeholders.

All attendees, stakeholders and Board of Directors will receive a \$25.00 Gift certificate to Sightglass Restaurant & Café or possibly another café or restaurant in the BID to promote local businesses.

10. **Old Business**

None.

11. **New Business**

None.



12. **Adjournment**

The meeting was adjourned at 4:51 p.m.

Next Meeting

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

Location: Zoom Teleconference

<https://us02web.zoom.us/j/85069670152>

Meeting ID: 850 6967 0152