



Wednesday, October 07, 2020, 4:00 p.m.

ZOOM Teleconference | <https://us02web.zoom.us/j/82046632138> | Meeting ID: 820 4663 2138

Marketing Committee

SPECIAL MEETING AGENDA

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

Chair: A. Gardner

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. **Introduction Ryan Beatty**
5. **Introduction Mackenzie Morrison**
6. **Website Update**
 - a. Process
 - b. Stats
7. **Social Media Update**
 - a. Process – Planning Calendar/Content/Copy/Tags/Post
 - b. Stats
8. **Newsletters**
 - a. 2Q Newsletter/Distribution
 - b. 3Q Newsletter Content
9. **HMD Brochure**
 - a. Goals/Content
 - b. Design/Format
 - c. Timeline



10. **Stakeholder Meeting**
 - a. Postcard Invite Mailing
 - b. Postcard Invite EBlast
 - c. Gift Certificates to Restaurants

11. **Old Business**

12. **New Business**

13. **Adjournment/Next Meeting:**

Thursday, November 11, 2020 at 4:00 p.m.
Zoom Teleconference
<https://us02web.zoom.us/j/85069670152> | Meeting ID: 850 6967 0152



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.