



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

ZOOM Teleconference | <https://us02web.zoom.us/j/85069670152> | Meeting ID: 850 6967 0152

Marketing Committee 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, October 07, 2020, Marketing Committee Meeting Minutes
4. **Website Update**
 - a. Process Review
 - b. Website Analytics Stats
 - c. Calendar Page for Virtual Events/Community
5. **Social Media Update**
 - a. Process Review – Planning Calendar/Content/Copy/Tags/Post
 - b. Instagram/Facebook Stats
6. **Bi-Monthly Eblast**
 - a. November 15, 2020: Clean & Green Report
 - b. November 25, 2020: Thanksgiving BID Events
7. **Newsletter**
 - a. 3Q Newsletter Content
8. **HMD Brochure**
 - a. Timeline
 - b. Production Quote



9. **Stakeholder Meeting**
 - a. Stakeholder Presentation - EBlast
 - b. Stakeholder Presentation - Website Post
 - c. Sightglass Gift Certificates – Board Members and Stakeholders attending
10. **Old Business**
11. **New Business**
12. **Adjournment/Next Meeting:**

Thursday, December 09, 2020 at 4:00 p.m.
Zoom Teleconference
<https://us02web.zoom.us/j/86132627055> | Meeting ID: 861 3262 7055



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.