



**Approved Minutes of**  
**MARKETING COMMITTEE MEETING**

Approved on October 7, 2020

**Attending:** D. Bass, A. Gardner, R. Groeper, N. Larrew, J. Luster,

**Absent:** P. Hickey, A. Wilder

**Guest:** Cat Lev

**Staff:** Dianna Eisenberg

1. **Call to Order/Welcome/Introductions**  
The meeting was called to order by Co-Chair Gardner at 4:06 p.m.
2. **Public Comment for Items Not on the Agenda**  
None.
3. **Approval of Meeting Minutes (Motion)**  
Bass made a motion to approve the minutes of Wednesday, May 13, 2020; the motion was seconded by Luster. The motion passed unanimously.
4. **Website**  
Larrew explained the new resources page on the website for Covid-19. For the month of April 2020, there were approximately 800 visits to the website, with an average of 20 visits per day. Groeper suggested that the Service Request form on the website should be easier to find on the website and also notify BID Admin. Larrew will communicate the revisions on the website to Jennifer Mola, the third party website consultant for the District.
5. **Social Media**  
Lev reported that the most popular Instagram posts have been related to restaurants and businesses in the BID that were open such as Kreation, and Delicious Cookies, and the Crown of India. The committee agreed that creating posts on Security, SAFE and Clean and Green committees would be good at this time of uncertainty.
6. **District Monthly Eblasts**  
Gardner expressed that releasing two eblasts per month should be implemented. Content could be focused on either BID committees and People and/or Organizations of the BID. The goal of the eblasts are to build momentum and exposure, as well as channel new visitors to the website.



Eisenberg reported that the 4<sup>th</sup> Q Newsletter was completed and uploaded to the City Portal. Eisenberg suggested to incorporate a flip-book feature to the Newsletter, as well as having the option to download as a PDF.

7. **Old Business**

None.

8. **New Business**

None.

9. **Adjournment**

The meeting was adjourned at 3:39 p.m.

**Next Meeting**

Wednesday, October 7, 2020 at 4:00 p.m.

Location: Zoom Teleconference

<https://us02web.zoom.us/j/82046632138>

Meeting ID: 820 4663 2138