



Wednesday, February 10, 2021, 4:00 p.m.

ZOOM Teleconference | <https://us02web.zoom.us/j/84972187463> | Meeting ID: 849 7218 7463

## **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, C. Kapov, A. Wilder

1. **Call to Order/Welcome/Introductions**
2. **Public Comment for Items Not on the Agenda**
3. **Approval of Meeting Minutes (Motion)**  
Wednesday, November 11, 2020, Marketing Committee Meeting Minutes
4. **Introduction: 2021 New Board Member, Chris Kapov**
5. **Website Update**
  - a. Global Information Update
  - b. Navigation Bar/Hot Buttons/Content Reorganization/  
Service Request Forms Location & Auto Response/Resource Lists & Location
  - c. Website Analytics
  - d. Calendar Page for Virtual Events/Community
6. **Social Media Update**
  - a. Submission Requests
  - b. Social Channel Stats
  - c. Valentine's Day Giveaway
7. **Bi-Monthly Eblast**
  - a. February 13, 2020: Valentine's Day Holiday Theme Eblast
  - b. February 28, 2020: 3Q Newsletter Eblast



8. **Newsletter**
  - a. 3Q Newsletter
  - b. 4Q Newsletter – Content Review
    - i. 2021 New Board Members Profiles/Photos
    - ii. Gigi’s Restaurant Opening
    - iii. Everytable Hollywood/Social Equity Franchise Program
    - iv. Property/Business Review
    - v. Clean & Green Statistics January
  
9. **HMD Brochure**
  - a. Timeline
  - b. Budget
  - c. Photography Assets
  - d. Production Artist Quote
  
10. **Old Business**
  
11. **New Business**
  
12. **Adjournment/Next Meeting:**

Wednesday, March 10, 2021 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 [bidadmin@mediadistrict.org](mailto:bidadmin@mediadistrict.org).*