



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

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

## Special 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

1. **Call to Order/Welcome/Introductions**
2. **Public Comment for Items Not on the Agenda**
3. **Approval of Meeting Minutes (Motion)**  
Wednesday, February 10, 2021, Marketing Committee Meeting Minutes
4. **Media District Brand Presentation**
5. **Website Update**
  - a. Website Analytics
  - b. Navigation Bar/Hot Buttons/Content Reorganization/SAFE Page  
Clean & Green Page/Resource Lists & Location
  - c. Theatre Row Link
  - d. Newsletter Pop-up Response
6. **Social Media Update**
  - a. Social Channel Stats
  - b. Submission Protocol/Asana
  - c. Monthly Podcast
7. **Monthly Eblast**
  - a. March 17, 2021: St. Patrick's Day Eblast



8. **Newsletter**
  - a. 3Q/4Q - 2020 Newsletter Eblast
  - b. 1Q - 2021 Newsletter
  
9. **HMD Brochure**
  - a. Timeline
  - b. Printer Quote
  
10. **Old Business**
  
11. **New Business**
  
12. **Adjournment/Next Meeting:**

Wednesday, April 07, 2021 at 4:00 p.m.  
Zoom Teleconference  
<https://us02web.zoom.us/j/84972187463> | Meeting ID: 849 7218 7463

*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).*