



Marketing Committee Meeting Agenda

Tuesday, October 1, 2024, 10 AM

IN-PERSON MEETING

LA Fashion District BID Administration Office
818 S. Broadway, Suite 801
Los Angeles, CA 90014

AGENDA

1. Welcome & Introductions
2. Public Comment
3. **ACTION ITEM:** Approve June 12, 2024, meeting minutes
4. **ACTION ITEM:** Move to recommend Board Approval of the 2025 Communications and Special Project Budget
5. Upcoming Projects:
 - a. Q3 Trend Report
 - b. Board Retreat 10/29
 - c. Dia de Los Muertos Community Altar & Celebration
 - d. Annual Meeting 11/21
 - e. 2024 Annual Report
6. Business Data & Research Analyst Update
 - a. Dashboards
 - b. Improvements to Quarterly Reports
7. Intro to INSPO- Wendy Cordon
8. Adjourn

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