Board Meeting Agenda
Wednesday, April 21st, 2021 @ 12:00pm

Invitation Link:
https://us02web.zoom.us/j/85705302451?pwd=NytoSmcyS3puOURybDUwNhObmxvdz09

Meeting ID: 857 0530 2451
Passcode: 884133

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AGENDA

1. Welcome - Tyler Neman, Chair
2. Public Comment
3. **ACTION ITEM:** Approval of 2/17 Marketing Committee Meeting Minutes
4. PR Activities - Miranda Edwards, Deputy Director
   a. DTLA BIDs Editorial
   b. Move to DTLA Digital Campaign w/ DTLA Insider and The Agency
5. Economic Development - Miranda Edwards, Deputy Director
   a. Programs Update
   b. New Website Features
6. Upcoming Content Themes/Promotions - Elizabeth Zurita, Marketing Coordinator
   a. Mother’s Day
   b. Spring DIY Projects
   c. Outdoor Dining
7. Q1 Website + Social Media Analytics - Elizabeth Zurita, Marketing Coordinator
8. New Business
9. Adjourn