



Marketing Committee Meeting Agenda
Thursday, August 13th, 2026 at 10AM

IN-PERSON MEETING

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

AGENDA

1. Welcome/Call to Order
2. Public Comment
3. **ACTION ITEM:** Approve May 6, 2026 meeting minutes
4. Business Data & Research Analyst Update
 - a. District visitation and audience trends
 - b. Dashboard enhancements and expanded reporting capabilities
5. Marketing Roadmap: Remaining 2026 Initiatives
 - a. Annual Meeting
 - b. Board Retreat
 - c. Día de los Muertos
 - d. District Collective
 - e. Santee Saturdays
 - f. Holiday Shopping Campaign
6. New Business
7. Adjourn

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