



THE
HOLLYWOOD
PARTNERSHIP

Stakeholder Engagement Committee (Goal 3) Meeting Minutes

April 21, 2026, 3:00-4:00 PM

1. Call to Order - The meeting was called to order at 3:05pm.

2. Roll Call - Roll Call was completed.

3. Public Comment - There was no public comment.

4. Approval of Minutes

a. April 21, 2026 Meeting Minutes

It was moved by David Gordon seconded by Joe Rehfeld, and CARRIED to approve the April 21, 2026 Meeting Minutes. Unanimously approved.

5. Information Items

a. Goal 3 Dashboard - Carter gave an overview of the updated Goal 3 dashboard. Olympics update, guatemala toured, spain toured, netherlands, China next week. New dashboard has new sleek portal, the data dashboard with statistics. Top performing post of the year was the Elbow Room World Cup Giveaway. The dashboard will be updated monthly with the latest numbers. Statistics on the website and how often it's viewed and used. The most viewed page being the street closure page. Email statistics. Media stats coming soon. LA Pride numbers included. The Committee discussed

b. Market Moves Dashboard - Carter shared that the Q1 market report is live on the dashboard which now has new elements including data geography. The bottom of the snapshot page includes a printable PDF. The data tells our story, provides data our businesses can use. The Committee discussed.

c. Special Events - Carter shared a list of upcoming events that include Avalon's outdoor concert, the Hollywood Christmas Parade, a Framework Concert in November, a potential Holiday Market, and future events in 2027 including a Super Bowl watch party in partnership with the NFL. The Committee discussed.

6. Action Items

a. None -

7. New Business - None.

8. Adjournment - The meeting was adjourned at 3:43 PM.

Committee Members Present:, Amy Brenot, Kevin Lee, Tom Pollak, Jasmine Leong, Joe Rehfeld

Absent: Brian Folb; ChairDavid Gordon, Dara Nai, Sarah Russin

Guests: None

Staff: Mackenzie Carter, Céline Vacher