



THE
HOLLYWOOD
PARTNERSHIP

Stakeholder Engagement Committee (Goal 3) Meeting Agenda

March 14, 2023 3:00-4:00 PM

Meeting Location

6922 Hollywood Blvd, Suite 925

Hollywood, CA 90028

1. Call to Order (Folb)

2. Roll Call (Murdoch)

Agenda items may be reordered at the discretion of the Committee Chair.

3. Public Comment (Folb)

Hollywood Partnership meeting guidelines allow two minutes per speaker.

4. Approval of Minutes (Folb)

- a. February 14, 2023

5. Staff Update (Carter/Syed)

- a. Community Dispatch Center Marketing
- b. Stakeholder Engagement
- c. Digital Stats

6. Information Items

Committee may take action or provide direction to staff on any agenda item.

- a. Public Relations Program Update (Carter)

7. New Business

8. Adjournment (Folb)

Committee Members: Brian Folb (Chair), Danny Bitar, Leslie Blumberg, Vaughn Davis, Dina Goldstein, David Gordon, Olivia McDuff, Tom Meredith, Joe Rehfeld, Sarah Russin, Nathan Sheets, Natalie Yaru

Vision: HOLLYWOOD: Where Experiences Exceed Expectations

Mission: To enhance the appeal, vitality, and well-being of the Hollywood community from the ground up.

Goal: Create meaningful opportunities to communicate and convene with Hollywood's diverse community.

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Stakeholder Engagement Committee (Goal 3) Meeting Minutes

February 14, 2023 3:00-4:00 PM

1. **Call to Order** - The meeting was called to order at 3:03 PM.
2. **Roll Call** - Roll Call was completed.
3. **Public Comment** - There was no public comment.
4. **Approval of Minutes**
 - a. January 17, 2023 - **It was moved by Leslie Blumberg, seconded by David Gordon, and CARRIED to approve the January 17, 2023 meeting minutes. Unanimously approved.**
5. **Staff Update** - Carter updated the Committee on key projects including the new database, annual meeting, the upcoming Pride Parade/Village and events calendar. It was noted that funding has been received for the calendar. Carter continued by commenting on press coverage of the new HP Community Dispatch Center (HPCDC). The committee discussed. Syed provided updates and statistics on social media. Behind the scenes Ambassador posts continue to do well. Raswson commented on HPCDC Grand Opening and thanked the team for their work.
6. **Information Items**
 - a. Affinity Group Meeting Schedule - Carter updated the Committee on the objectives of the Affinity Groups including digital and in person communication.
 - b. Hollywood Partnership Community Dispatch Center Marketing and Communication - Carter briefed the Committee on the new phone number and shared examples of signage and Ambassador leave-behinds. Syed walked the Committee through the new residential portal. The Committee discussed aspects of the HPCDC and video content.
7. **New Business** - The Committee discussed a new meeting time for months when the Goal 3 Committee meeting would fall after the HP Board meeting. It was decided that the Goal 3 Committee meeting will take place on March 14 and June 13, 2023.
8. **Adjournment** - The meeting was adjourned at 4:21 PM.

Committee Members Present: Brian Folb (Chair), Leslie Blumberg, Vaughn Davis, David Gordon, Olivia McDuff, Joe Rehfeld, Sarah Russin, Natalie Yaru

Absent: Danny Bitar, Tom Meredith, Nathan Sheets

Guests: Dina Goldstein, Steve Salisbury

Staff: Mackenzie Carter, Backy Murdoch, Kathleen Rawson, Anam Syed, Steven Welliver