



Goal 3 Stakeholder Engagement Committee

Meeting Agenda

11/15/22, 3:00-4:00PM

Meeting Locations:

<https://us02web.zoom.us/j/81754745079>

Meeting ID: 817 5474 5079

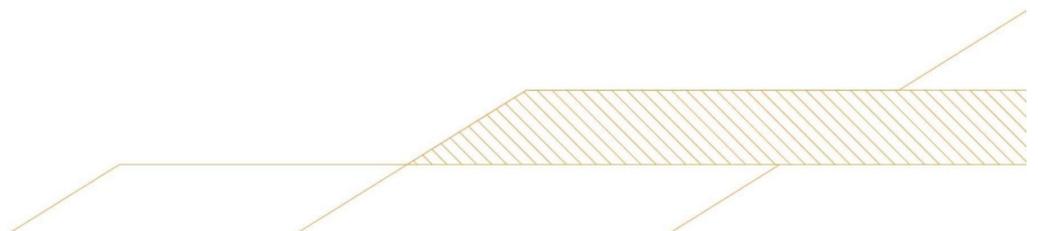
Phone Number: (408) 638-0968

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

	TIME	ITEM	SPEAKER
1	3:00 pm	Call to Order	Folb
2	3:01pm	Roll Call	Murdoch
3	3:05 pm	Public Comment (<i>2 minutes per speaker</i>)	
4	3:07 pm	Approval of Minutes	Folb
		<p>A. Action: Approve minutes from July 19, 2022 Stakeholder Engagement Committee Meeting</p> <p>B. Action: Approve minutes from October 18, 2022 Stakeholder Engagement Committee Meeting</p>	
5	3:10 pm	Ambassador Signage & Branding	Carter
6	3:30 pm	Economic Development Tour PR	Welliver / Carter
7	3:45 pm	Staff Update	Carter/Syed
8	3:55 pm	New Business	Folb
9	4:00 pm	Adjourn	Folb
		Next Meeting: January 17, 2023	

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Notes:

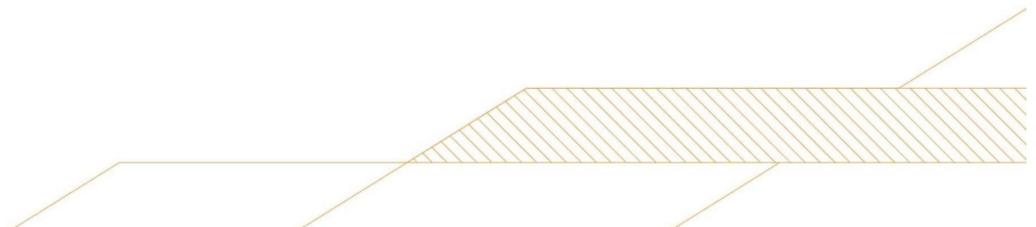
MISSION: To enhance the appeal, vitality, and well-being of the Hollywood community from the ground up.

VISION: HOLLYWOOD: Where Experiences Exceed Expectations

For more information, contact The HP Staff at 323-463-6767. As a covered entity under Title II of the Americans with Disabilities Act, organizations that contract with the City of Los Angeles do not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the office of The Hollywood Partnership at 323-463-6767.

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Goal 3 Stakeholder Engagement Committee

Meeting Minutes

7/19/22, 3:00-4:00PM

Join Zoom Meeting

<https://hollywoodpartnership.zoom.us/j/84062797353>

Meeting ID: 840 6279 7353

One tap mobile

+16699009128

Committee Members: Brian Folb (Chair), Leslie Blumberg, Vaughn Davis, David Gordon, Thom Meredith, Sarah Russin, Natalie Yaru.

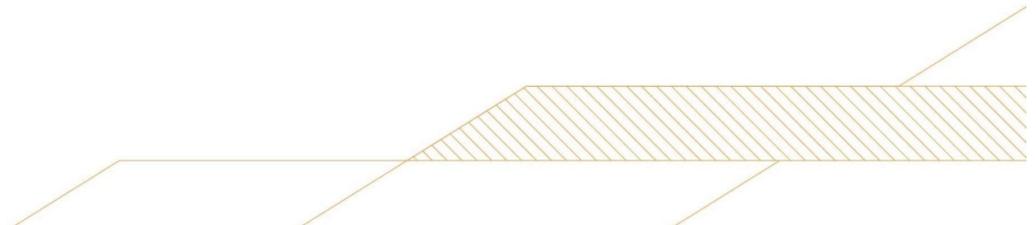
Absent: Dina Goldstein, Olivia McDuff, Joe Rehfeld, Nathan Sheets

Staff: Mackenzie Carter, Lorin Lappin, Ruben Lechuga, Becky Murdoch, Steven Welliver, Samuel Reyes, Kathleen Rawson

	ITEM
1	Call to Order – The meeting was called to order at 3:03 PM.
2	Roll Call – Roll Call was completed.
3	Public Comment (<i>2 minutes per speaker</i>)- There was no public comment.
4	Approval of Minutes Action: Approve minutes from June 14, 2022 Stakeholder Engagement Committee Meeting It was moved by Leslie Blumberg, seconded by David Gordon, and CARRIED to approve the minutes from the June 14, 2022 Stakeholder Engagement Committee Meeting. Unanimously approved.
5	Marketing & Communication Planning – Carter started the report by thanking the Committee and past staff and the work they did for Stakeholder Engagement. As the Stakeholder Engagement arm of The HP, it is imperative that we continue to use the tools available to reach our diverse group of stakeholders. The stated goals of the Goal 3 Committee are: 1) to create a culture that considers district stakeholders as a broad group of interests including property owners, business owners, residents, employees, and institutions among them, 2) Encourage The HP's board, committee members, staff, and vendors to become more familiar with district stakeholders, 3)

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Ensure diverse voices – characterized by age, race, ability, and stakeholder type – are at the head table on key decisions impacting the district, 4) Create simple, inexpensive engagement opportunities for area stakeholders to foster connections and enhance the sense of community, 5) Generate greater awareness of Hollywood Partnership services and ensure communications reach a broad group of stakeholders, 6) Establish brand positioning for The HP's communications that is focused on the positive local experience. To summarize the goals and objectives Carter offered the following mission is to identify and respect all our audiences as essential stakeholders in our community and to determine and put into place a strategy to best communicate with them. Our brand strategy says that we should communicate across all channels with one voice that encompasses a mix of the following characteristics: warm, friendly, accessible, respected, fearless, resilient, and sharp depending on the audience and channel. We cover a variety of topics including economic development, public space management, communication, events, policy, planning, design, and media. The communication tools we are currently using are The HP website, e-newsletters, social media, and public relations. The HP website, HollywoodPartnership.com, is the keeper of all our information. Most content that we share through all other platforms is also available on the website, business directory, blog posts, economic development data, etc. Over the last 12 months we have had 81,380 unique users on our site. The majority of our users, 24,182, visited the street closure page with the home page coming in second with 10,885 users. It was noted that 51K users arrived at the site organically. Of the 81+ thousand users that visited the site, only 9.4K returned at least one additional time. The average engaged session is 29 seconds per user. What the data appears to be stating is that street closures are extremely important to our stakeholders. It also indicates that users are not finding what they are expecting to find and that is likely accounting for few return visitors. It also tells us that we need to improve SEO, rebuild the site structure, add more content to pages of value to stakeholders, create a clear social media connection and promote data reports. Carter has started conversations with GEO Centric, the site builder, regarding updates. Folb commented on the importance of identifying groups that make up the community and identifying the needs of those groups. Gordon asked if there are any best-in-class BID websites for the Committee to look at. Carter noted that she would bring examples and a draft of the updated website to the next meeting. Folb commented on community events suggesting a physical presence at the Farmers Market, so people see us out in the community. Carter continued noting that social media is the most cost-effective way to reach our audience and does well when it is authentically curated. The HP is currently using Facebook (4,336 likes), Instagram (3,714 followers) and Twitter (2,185 followers) with Instagram leading in performance growth with Facebook and Twitter following respectively. Top posts on all three platforms feature content regarding special events, the Hollywood Sign, and the Walk of Fame with boosted posts faring better than organic posts. The HP has been doing well at utilizing different post types such as video and infographics to cater to different followers needs. The majority of our audience is



Goal 3 Stakeholder Engagement Committee

between 35 and 44 with about 51% identifying as male, 48% identifying as female and 1% identifying as non-binary. The takeaways for social media are 1) Create a strategy – set goals, define audience, and brand consistency, 2) Change identifiers, 3) More original and user generated content, 4) Launch additional platforms, 5) Social listening, 6) Grow our creative asset library. Carter went on to discuss e-newsletters noting that The HP uses Mailchimp to send out the current slate of newsletters, Hollywood Happenings, Friday Flash Briefing, and the Quarterly Newsletter. Hollywood Happenings goes out to the full contact list and highlights special events, business specials, special projects, and street closures. Friday Flash Briefings is distributed to property owners and features links to relevant articles. The average open rate on Mailchimp is 28.6% with a 2.8% average click-through rate. It was noted that though the numbers might seem low, they are on par with industry averages. We do not currently have a properly segmented mailing list and only 66 new users were gained this year. Gordon questioned whether if data is picked up from forwarded emails and if all property owners/managers send it to their residences. Carter stated that yes, Mailchimp allows users to see open rates from forwarded newsletters. Meredith noted that he forwards the newsletter to his marketing department, and they forward it onto residents. Carter confirmed that this would be tracked. Key takeaways include 1) Align newsletter content with Affinity Groups, 2) Update contact lists, 3) Create editorial calendar, 4) Encourage stakeholders to share content, 5) Grow creative asset library. Carter continued on to Audience and started to form what those groups look like including Property Owners, Business Owners, Real Estate, Residents, Visitors, the Travel Industry, Partners, and VIPs. Within each group the audience is broken down further to better identify stakeholders. Upcoming plans include Affinity Groups, special events, social media, public relations, and Ambassador recognition. Folb commented on branding with the Ambassadors and the website.

- 6 Public Relations Contract – Carter presented on media coverage for Hollywood Lighting and Pride initiatives noting that the audience reach was 1.6B with 193 placements. Hollywood Blvd. lights had 63 total placements including online, broadcast, radio and print for a total of 208M audience reach. Pride Village had 132 total placements and reached 1.4B impressions. Key lessons learned include having more images at the time of initial outreach, sending press materials at least 1-3 months in advance depending on type of placement, and coordinating the timing of press releases with partners. Folb noted that Davis is skilled at the visitor side of Marketing and encouraged a conversation. Davis noted that he is happy to help and discussed the next phase of travel in Hollywood. Folb also noted that the retail stakeholders a key topic of discussion is around those establishments that are leaving the neighborhood. Rawson addressed this topic noting that she is trying to get a meeting in Hollywood with Chief Moore. Folb supported this idea. Yaru offered the

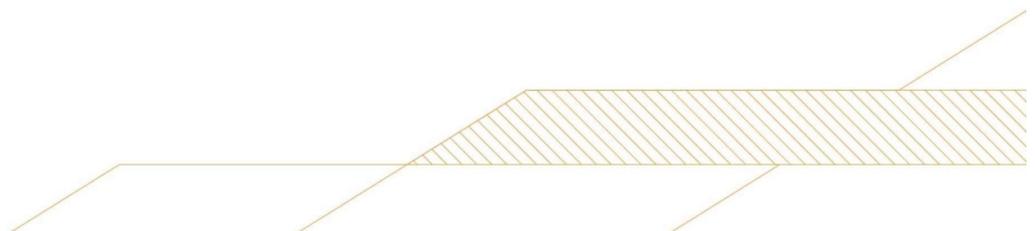


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Cosmo Loft rooftop for this meeting. Davis commented that The HP can use social media platforms to let stakeholders know what is being accomplished with the Safety Ambassadors within the district.

7 New Business – Russin inquired about the Hollywood Partnership Ventures 501c3 that was mentioned earlier in the meeting. Rawson noted that Larson created the 501c3 with the purpose to accelerate the goals and strategic plan. For example, when The HP hosted Pride Village, the 501c3 allowed The HP to raise about \$170,000 in sponsorship money to offset the event. It also allows The HP to work with partners in the city including, contracting with the Department of Public Works for a youth job development program that would allow us to expand our ambassador deployment by 12 people that is 100% funded. All money is raised to help achieve our objectives.

8 Adjourn – The meeting was adjourned at 4:11 PM.





Goal 3 Stakeholder Engagement Committee

Meeting Minutes

10/18/22, 3:00-4:00PM

Meeting Locations:

HP Office, 6562 Hollywood Blvd. Hollywood, CA 90028

<https://us02web.zoom.us/j/81754745079>

Meeting ID: 817 5474 5079

Phone Number: (408) 638-0968

Committee Members Present: Brian Folb (Chair), Leslie Blumberg, Vaughn Davis, Dina Goldstein, David Gordon, Tom Meredith, Joe Rehfeld, Natalie Yaru

Absent: Olivia McDuff, Sarah Russin

Guests: Maria - Biltmore Hollywood

Staff: Mackenzie Carter, Lorin Lappin, Ruben Lechuga, Becky Murdoch, Anam Syed

	ITEM
1	Call to Order – The meeting was called to order at 3:02 PM.
2	Roll Call – Roll call was completed.
3	Public Comment (<i>2 minutes per speaker</i>)- <i>There was no public comment.</i>
4	Approval of Minutes A. Action: Approve minutes from September 13, 2022 Stakeholder Engagement Committee Meeting. It was moved by Leslie Blumberg, seconded by Joe Rehfeld, and CARRIED to approve the minutes from the September 13, 2022 Stakeholder Engagement Committee Meeting. Unanimously approved.
5	Budget Review – Lappin presented the 2023 HED 19-28 Budget. Guide Rails for the c6 were presented as: 1) Assessment funding is limited to uses listed in approved 2018 Management District Plan (MDP). 2) MDP established 75% operations / 25% marketing & administration. Board can vary that allocation by as much as 10% in a given year. 3) Organizational Strategic Plan provides clarity as to the programmatic uses of funds.

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2023 Budget Timeline was presented taking THP through to the November 1st transmittal deadline with the City of Los Angeles. Lappin reviewed the philosophy for the 2023 budget and presented the revenues. General revenues equal just over \$8M and include the following: General Assessment Revenue, General Benefit, delinquent collections, carry forward and interest income. Restricted revenues totaled just over \$300K and include the following: TDOZ, Alley Maintenance, EaCa Alley. Total Revenue: \$8,945,637. Expenditures – Lappin shared the 2023 Programmatic %s of Investment compared with 2022. Lappin shared the Stakeholder Engagement Draft Budget breakdown of just over \$500K (6.86%). C3 Community Trust – Lappin noted that THP will look to outside funding for additional programs and projects. Welliver noted that Stakeholder Engagement will benefit from c3 funds in the form of community events. Folb asked clarifying questions about the c3 budget and how that impacts the Goal 3 budget under the c6. Rawson noted that the discretionary funds for Stakeholder Engagement is higher than that of the other Goals due to the fact that events are not as easily supported by grants.

6 Review Website Updates for HollywoodPartnership.com - Carter updated the Committee on proposed updates to The HP website. Rehfeld noted that he would like there to be an easy way to make service requests on the website and asked how often the blog will be updated. Rawson responded by stating that the dispatch center will help address this issue. Cater commented on the blog, stating that The HP currently pays bloggers to assist with this, in the future, Carter and Syed will address these personally. Folb agreed with Rehfeld. Carter went on to share the Tulsa and Downtown Atlanta websites as examples of special event calendars. The Committee agreed that the Tulsa site pops and seems user friendly. Davis provided a brief update on the Vinyl District.

7 Staff Update - Syed updated the Committee on website and social media usage noting top posts and key website analytics. It was stated that though impressions and engagements saw a slight decline, engagement rate per impression and click links have been up. Discussion was had about businesses in the district and what can be done to encourage reposting. All three social media platforms have seen new followers. The website has seen a decrease in total users and total page views, while views per user and average engagement time has increased. Street closures and the home page continue to lead the way in most visited pages. Discussion was had by the Committee about social media and TikTok. Folb asked for notes on the stakeholder survey that went out. Carter addressed this by stating that the Marketing team has not yet gone through the survey results but a preliminary look at the data suggested that respondents know us as the BID and not the Hollywood Partnership. The opening of the new dispatch center will provide an opportunity to rebrand in the community as The HP.



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- 7 New Business – Rawson stated that work with government officials continues, and a meeting with the City Attorney is scheduled. It is important to show up at these meetings to build relationships that will have lasting impact on the neighborhood of Hollywood. Yaru reported to the Committee about a new music production/tailoring/tattoo studio opening at the Cosmo Lofts. It will be open to the public, but appointments will be required. The opening date has not been set.
- 8 Adjourn – The meeting was adjourned at 4:09 PM.

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