



Marketing Advisory Committee Meeting Notes

Tuesday, June 15th at 1:00 pm via Zoom

- I. **Introductions**
- II. **Overview of outcomes of last committee meeting (4/22/20) and feedback session (July 2020)**
- III. **Recovery and Reopening**
 - a. How can the BID's marketing efforts further support the business community?
 - i. "Weekly Standups" on social media that promote a variety of businesses
 - ii. Easier way for businesses to submit events (GT BID used to allow businesses to submit events to them via their e-newsletter prior to COVID-19)
 - b. Thoughts/ideas about holiday season 2021?
 - i. Window decorating competition (like last year) to boost BID awareness and unity
 - ii. Giveaways from BID businesses throughout the season (like last year)
 - iii. Business Scavenger Hunt (provide a map of business offerings throughout the BID)
 - iv. Partnership with Dupont Underground on a Pop-Up/Market event for BID businesses
 - v. "Dupont At Night" stores can opt-into extending their hours during a certain week close to the holidays to provide the public with extra time to shop (similar to "Georgetown at Night" concept)
- IV. **PR & Promotions**
 - a. How do you suggest the BID amplifies/promotes its new recurring programs? The neighborhood as a whole?
 - i. Direct mail pieces that overview Fitness in the Circle and Summer Jazz (i.e., Bethesda Urban Partnership's event direct mail pieces – Caroline Puglisi sent example to Kayla)
 - b. Other methods to relay timely information to
 - 1) BID members (business owners, property owners and residents)
 - 2) the public (Direct Mail)
- V. **Q&A**
- VI. **Next Meeting:** Tuesday, September 21st at 1:00 pm