



Marketing Committee Meeting Agenda  
Wednesday, April 17<sup>th</sup>, 2024, at 10AM

IN-PERSON MEETING

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

AGENDA

1. Welcome
2. Public Comment
3. **ACTION ITEM:** Approve January 18<sup>th</sup>, 2024, meeting minutes
4. **ACTION ITEM:** Move to recommend approval of the Preliminary 2025 Communications Budget to the Board of Directors
5. Discussion on Strategy Implementation
6. Update on Current Initiatives
  - a. IPW Press Tour
7. New Ideas & Opportunities
  - a. Mother's Day/Día de las Madres
  - b. Father's Day
8. Next Steps & Action Plan
9. New Business
10. Adjourn

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does 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 at (213) 488-1153.