MARKETING & COMMUNICATIONS COMMITTEE
AGENDA
Monday, March 1, 2021
4:30 PM

Join Zoom Meeting
https://us02web.zoom.us/j/81290698885?pwd=OW5QTHQ3ZxU2dZY2ZoZlRCNHZvQT09
Meeting ID: 812 9069 8885
Passcode: 860032

I. CALL TO ORDER – Alishia Holmes-Watson, Chairperson

II. ACTION ITEM: Approval of Minutes from February 1, 2021

III. STAFF UPDATE
A. Black History Month Campaign Feedback/Results
B. Social Media, Digital Marketing & Communications Analytics
C. Update on Ongoing Marketing & Communications Campaigns
D. Department Dashboard and Budget

IV. CHAIRPERSON’S REPORT
A. Working Group Progress and Brainstorming
   i. Working Group Goal 1: Concepts for Spring Activity/Promotion
   ii. Working Group Goal 2: Guest Perspectives for Downtown Scene

V. OLD BUSINESS

VI. NEW BUSINESS

VII. PUBLIC COMMENTS

VIII. ADJOURNMENT

NEXT MARKETING & COMMUNICATIONS COMMITTEE MEETING:
April 5, 2021
4:30 p.m.
Location: Zoom Conference

DLBA Mission: Cultivate, preserve, and promote a healthy, safe, and prosperous Downtown