



THE
HOLLYWOOD
PARTNERSHIP

Stakeholder Engagement Committee (Goal 3) Meeting Agenda

January 17, 2023, 3:00-4:00 PM

Meeting Location

6922 Hollywood Blvd, Suite 925

Hollywood, CA 90028

Or via Zoom

<https://us02web.zoom.us/j/87278785810>

Meeting ID: 872 7878 5810

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. November 15, 2022

5. Staff Update (Various)

6. Action Items

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

a. Discretionary Planning Recommendations (Carter / Syed)

b. Affinity Group Schedule (Carter / Syed)

7. New Business

8. Adjournment (Folb)

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

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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Goal 3 Stakeholder Engagement Committee

Meeting Minutes

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, Tom Meredith, Joe Rehfeld, Sarah Russin, Natalie Yaru

Absent: Dina Goldstein, David Gordon, Olivia McDuff, Nathan Sheets

Guests: Jack Illes

Staff: Mackenzie Carter, Samuel Reyes, Ruben Lechuga, Becky Murdoch, Kathleen Rawson, Anam Syed

ITEM	
1	Call to Order - The meeting was called to order at 3:04 PM.
2	Roll Call - Roll Call was completed.
3	Public Comment (2 minutes per speaker) - There was no public comment.
4	<p>Approval of Minutes</p> <p>A. Action: Approve minutes from July 19, 2022</p> <p>Stakeholder Engagement Committee Meeting</p> <p>It was moved by Joe Rehfeld, seconded by Leslie Blumberg, and CARRIED to approve the minutes from July 19, 2022. Unanimously approved.</p> <p>B. Action: Approve minutes from October 18, 2022</p> <p>Stakeholder Engagement Committee Meeting</p> <p>It was moved by Joe Rehfeld, seconded by Leslie Blumberg, and CARRIED to approve the minutes from October 18, 2022. Unanimously approved.</p>

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Hollywood, CA 90028

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Goal 3 Stakeholder Engagement Committee

- 5 Ambassador Signage & Branding - Carter presented on ambassador signage and branding noting the timeline for the relaunch of Clean, Safe & Hospitality. The relaunch will include newly hired ambassadors, a press conference, and open house to showcase the new Community Dispatch Center (CDC). Carter continued by sharing the marketing plan for the new CDC stating that an updated website, email to all stakeholders, New Year's Happy Hour, Digital Information Packets and district signage are key priorities. The HP emblem is the recurring theme across all branding elements allowing for visitors to the district to quickly identify all ambassadors. The color scheme includes velvet green, gold, and black from the brand palette. Examples of new uniforms, trucks and other marketing pieces were shared. Discussion was had about the new uniform design.
- 6 Economic Development Tour PR - Carter updated the Committee on the Visitity Curated Digital Tour noting that the virtual tour was created to share development and other points of interest within the district. Projects were selected based on specific criteria. This tour will showcase new developments and the work that is being done to redevelop existing spaces. The launch date is scheduled for December. Staff is working to tell the story of who the HP is, how it got here and where it is going. This will be used as a tool to attract tenants and investors to the area. Discussion was had regarding the Heart of Hollywood project.
- 7 Staff Update - Syed presented social media by the numbers noting that the top posts for the month were focused on the election and the Vinyl District. Instagram, Twitter and the HP website all saw growth and it was noted that the "Street Closures" page was the top visited. Carter added that the homepage is now a static page as opposed to a video and that staff will continue to work on updating the website. Carter continued with the Q3 Market Report stating that the HP created this digital report inhouse as opposed to working with a vendor for a physical mailing. The report has had 289 views and staff will continue to push this out throughout the quarter. Rawson thanked staff for all their work and encouraged the Committee to dive into this report and share it with others that would find it useful.
- 8 New Business - Folb noted that the Hollywood Chamber of Commerce will be looking for a new President with the departure of Jerome.
- 9 Adjourn - The meeting was adjourned at 4:05 PM.