Goal 3 Stakeholder Engagement Committee

Meeting Agenda  
10/20/20, 3:00-4:00PM

<table>
<thead>
<tr>
<th>TIME</th>
<th>ITEM</th>
<th>SPEAKER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3:00pm Call to Order</td>
<td>Folb</td>
</tr>
<tr>
<td>2</td>
<td>3:01pm Roll Call</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>3:05pm Public Comment</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>3:07pm Approval of Minutes</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>3:10pm 2021 Annual Meeting Planning</td>
<td>Larson</td>
</tr>
<tr>
<td>7</td>
<td>3:25 pm Videography Project</td>
<td>Strecker</td>
</tr>
<tr>
<td>8</td>
<td>Update on shooting and remaining videos</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>3:35pm Website Project</td>
<td>Strecker</td>
</tr>
<tr>
<td>10</td>
<td>Preview of website and content discussion</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>3:45pm Social Media Update</td>
<td>Clemmer</td>
</tr>
<tr>
<td>12</td>
<td>3:55pm New Business</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Next Meeting: November 17, 2020</td>
<td></td>
</tr>
</tbody>
</table>

Meeting ID: 870 6251 2998  
Link:  
https://us02web.zoom.us/j/87062512998  
Phone Number: +1 (669) 900-9128

Committee Members: Brian Folb (Chair), Amy Berkholtz, Leslie Blumberg, Dina Goldstein, Chase Gordon, Mitch Jocovic, Joe Rehfeld
Goal 3 Stakeholder Engagement Committee

4:00pm Adjourn
## Goal 3 Stakeholder Engagement Committee

### Meeting Minutes

9/15/20, 3:00-4:00PM

Attendees: Brian Folb, Amy Berkholtz, Leslie Blumberg, Chase Gordon, Joe Rehfeld,

Staff: Kris Larson, Devin Strecker, April Clemmer

### ITEM

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Call to Order – The meeting was called to order at 3:04 PM.</td>
</tr>
<tr>
<td>2</td>
<td>Roll Call was completed.</td>
</tr>
<tr>
<td>3</td>
<td>Public Comment – There was no public comment.</td>
</tr>
<tr>
<td>4</td>
<td>Approval of the Minutes  &lt;br&gt; A. Action: Approve minutes from August 18th, 2020 Meeting  &lt;br&gt; It was moved by Chase Gordon, seconded by Leslie Blumberg, and CARRIED to approve the minutes from the August 18th, 2020 meeting. Unanimously approved.</td>
</tr>
<tr>
<td>5</td>
<td>2021 Budget Review – Larson reviewed the key findings from the Stakeholder Engagement Survey. Hollywood’s cleanliness and safety was rated as very important, with a expressed desire for the organization to do more to address homelessness and the support of small businesses. The district’s cleanliness was rated a 2, which was the same rating as last year. Homelessness was the #1 factor influencing their perception of cleanliness and safety. The 2021 Draft Budget was reviewed with the Committee. Reduced revenue and cost escalation create a $380k reduction on the 2021 budget. Draft budgets for each Goal of the organization were reviewed. The Goal 3 draft budget includes transitioning from building communications infrastructure to a managing/operating focus.</td>
</tr>
<tr>
<td>6</td>
<td>Videography Project  &lt;br&gt; A. Preview of Website video, update on other video projects – Strecker reported that the resiliency video is live, and the Urban Tree Canopy video will be released soon. This month a video featuring our new Hospitality Ambassadors will be filmed, and a shoot featuring the Clean team in their new uniforms is scheduled. Video footage for the website was previewed.</td>
</tr>
<tr>
<td>7</td>
<td>Website Project Updates</td>
</tr>
</tbody>
</table>

Location (Meeting ID): 870 6251 2998  
Link: http://zoom.us/j/87062512998  
Phone Number: +1(669) 900-9128; 870 6251 2998
## Goal 3 Stakeholder Engagement Committee

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A. Project Development Timeline – The website is scheduled to be up and running for internal use this month, and ready for a preview for the Committee next month. Information from the quarterly reports will be utilized on the website.</td>
</tr>
<tr>
<td>8</td>
<td>Social Media Update – Clemmer reported that the social media audience continues to track well toward our growth goal for the year. The most popular posts continue to be good news, such as the activities of our clean and safe teams. The Committee suggested the organization becoming more active on LinkedIn.</td>
</tr>
<tr>
<td>9</td>
<td>New Business – Folb reported that the organization has received a proposal from COMMON, which will be reviewed and brought to the Committee for discussion at the next meeting. Strecker has been in contact with the organizers of the Hollywood Christmas Parade to explore a potential partnership.</td>
</tr>
<tr>
<td>10</td>
<td>Next Meeting: October 20, 2020</td>
</tr>
<tr>
<td>11</td>
<td>Adjourn – The meeting was adjourned at 4:00 PM.</td>
</tr>
</tbody>
</table>