



MARKETING COMMITTEE AGENDA

MARCH 14, 2024

1PM-2PM

**KOHLER EXPERIENCE CENTER
8955 BEVERLY BLVD, WEST HOLLYWOOD, 90069**

- **75th Update and Next Steps**
 - Eclat Notes
 - Photography
 - Visit WEHO travel and tourism guide
 - Assemblyman Zbur
- **LCDQ Discussion - Desert Design District, 9th or 10th**
 - Visit WEHO
- **ICAA -Update and Next Steps**
 - Possible Board of Governors seat
 - Discussion
- **Newsletter**
 - Bjork training w/WHCC (Kristen will schedule, Greg to introduce)
 - Content: Knoll 20% sale and Ancient Moderne opening
- **Frieze**
 - Expense recap
 - Recommendations for 2025
- **Website**
 - Google map charges
 - Fabrik
 - Blog approvals/Process
 - Research and understanding/Deep Dive into Digital Campaign Analytics
- **February Social Media Report (Dimple Thakkar)**
 - Social Content Submission Procedure
- **Salone**
 - Ideas for WHDD activation?
 - Partners for IG takeover from Milan?

AFFIDAVIT OF POSTING

State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk, and that this document was posted on:

Date: March 11, 2024
Signature: \\Alyssa T. Poblador\
Office of the City Clerk