



Legislation Details (With Text)

File #: 20-0826 **Version:** 1

Status: Current Business

File created: 5/21/2020 **In control:** Corona del Mar Business Improvement District Board

On agenda: 5/28/2020 **Final action:**

Title: Marketing Report

Sponsors:

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Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
5/28/2020	1	Corona del Mar Business Improvement District Board		

Marketing Report

Summary: Board to brainstorm and discuss marketing and assistance program ideas for the CdM BID COVID-19 Recovery Plan.

A. Explore CdM "Shop & Dine Local" Updates - Banners, Business Directories, Social Media, Website.

B. New Program Ideas - Sidewalk Sales, Online Campaign, Mailing Pieces, Digital Advertising, Member Survey.

Recommended Action:

A. None.

B. Board to recommend which program ideas staff should further research.