



**South Park Stakeholders Group – District Identity & Marketing
Committee Meeting
March 14, 2018, 8:30 AM – 10:00 AM
1100 S Flower St #3400, Los Angeles, CA 90015**

AGENDA:

1. Review:
 - a. Approaching District Identity
 - b. Committee Priorities
2. Update: Wayfinding Project
 - i. Project Overview
 - ii. Budget
 - iii. Next Steps
3. What's Next?
 - a. Adding Public Art as a priority
 - b. Prioritization of Projects
4. Regular Communications
 - a. New Neighborhood Guides
 - b. South Park Stories
 - c. Email Provider
 - d. Social Media
5. Upcoming Events:
 - a. 3/17: MYN Bike Ride
 - b. April: Regal Green Carpet

ACTION ITEM

Next Meeting: May 9, 2018; 8:30 AM

CONFERENCE DIAL-IN:

If you cannot join the meeting physically but wish to join via phone, meeting dial-in details:

Conference number: 857-216-3930

Conference PIN: 45426

Please notify [Katie Kiefer](#), Director of Operations, at least 48-hours in advance if you will be dialing in. Contact her via email, Katie@SouthPark.LA, or by phone, (213) 663-1120.

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts agendas at the ground floor glass double door entry of 1100 S. Flower Street, Los Angeles CA 90015. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify [Katie Kiefer](#), at least 48-hours in advance.