



**SPECIAL MEETING OF THE  
CITY OF EL SEGUNDO  
ARTS and CULTURE ADVISORY COMMITTEE  
MARKETING SUBCOMMITTEE  
AGENDA**

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MEETING DATE: Saturday, March 23, 2019

MEETING TIME: 10:45am

MEETING PLACE: El Segundo Public Library  
Rose Garden Conference Room  
111 West Mariposa Avenue  
El Segundo, CA 90245

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The Arts and Culture Advisory Committee, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Unless otherwise noted in the Agenda, the public can only comment on City-related business that is within the subject matter jurisdiction of the Arts and Culture Advisory Committee, and items listed on the Agenda during the **Public Communications** portion of the meeting. The time limit for comments is five minutes per person, maximum 30 minutes.

Before speaking to the Arts and Culture Advisory Committee, please state: Your name and residence and the organization you represent, if desired. Please respect the time limits.

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**In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk (310) 524-2305. Notification 48 hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.**

**A. CALL TO ORDER**

**B. ROLL CALL**

- Chairperson Jeff Cason
- Brian Mitchell
- Sally Martin
- Natalie Strong (lead)

**C. PUBLIC COMMUNICATIONS** (Related to city business only and for which the Advisory Council is responsible – 5 minutes per person; 30 minutes total).

**D. PRESENTATIONS –**

Jeff Cason: Marketing Outline, plans for developing our marketing strategies using the outline as a guide.

**E. UNFINISHED BUSINESS –**

Further develop our preliminary concept for Marketing Toolkit  
Assign tasks for the subcommittee to fill in the details of our marketing toolkit  
(contacts, lead up time, cost, etc)

**F. NEW BUSINESS**

Determining a standing date and time for the marketing subcommittee meetings

**G. MARKETING SUBCOMMITTEE MEMBER COMMENTS**

Chairperson Jeff Cason  
Sally Martin  
Brian Mitchell  
Natalie Strong (lead)

## **H. ADJOURNMENT**

**NEXT MEETING:** Special meeting date in April TBD, at the El Segundo Public Library, Rose Garden Conference Room, 111 West Mariposa Avenue, El Segundo, CA 90245.

Posted by: Julie Todd  
Date & Time: 3/20/19, 9:05am