



Sent and Posted: May 5, 2020

**NOTICE AND AGENDA – Regular Meeting
Woodland LDM Task Force
Date/Time: May 8, 2020 at 11 AM
Location: Teleconference**

Teleconference Details:

Dial-in Number: 1 425 436-6314

Access Code: 339205#

1. Call to order by Woodland LDM Liaison Bhavini Madhav; conduct roll call by to determine attendance –
2. Public comments (for items not listed on the agenda)
3. Discussion of Illuminate Home Decorating Contest
Attachment 3-A: Application for Funding Request
Items to be discussed include:
 - description of event including process for identification of judges and how voting will be conducted, winners chosen
 - purpose, goals and objectives of event (raise civic awareness, public pride, reach x number of likes/engagement, get media publicity for Woodland, specific target for room night generation, other)
 - messaging (enter to win, vote for, other)
 - media channels to be used (tv, print, social, other), advertising tactics
 - budget allocated toward marketing/advertising
 - budget allocated toward prizes
Attachment 3-B: Post Event Analytics and Report
Items to be presented include:
 - website analytics in response to the promotion
 - media outlet reporting (if other than social) with ad reach, other)
 - example of any social media posts, data on metrics (likes, engagement, other) for the duration of the promotion and event period)
 - summary on how promotion generated room nights and benefitted hotels
4. Discussion of 2020-21 Marketing Activities and Budget Plan for Board Approval
Attachment 4-A: Projected carry-over budget 2019-2021 and TBID Revenue 2020-21

5. Next Meeting: TBD

All agenda items are subject to discussion and possible action. All times are approximate. All interested parties are invited to attend the open session portions of the meeting. Time will be allowed for members of the public to make comments (up to 2 minutes). To make a request for more information or to make a request regarding a disability-related modification or accommodations for the meeting, please Mia Bae at (530) 297-1900 or mia@visityolo.com. Requests for disability-related modification or accommodation for the meeting should be made at least 24 hours prior to the meeting when possible. This notice and agenda are available at www.visityolo.com.