

## **AGENDA**

### **Follow-up meeting: Baywalk Branding and Unifying Design Element**

200 S. Biscayne Blvd., Suite 2929 Miami, FL 33131

Thursday, January 29, 2018 | 2:00 P.M

DDA Conference Room

#### **COMMITTEE MEMBERS:**

Jerome Hollo, Chair and Miami DDA Board Member

Alicia Cervera, Miami DDA Board Member

Danet Linares, Miami DDA Board Member

Richard Lydecker, Miami DDA Board Member

Marta Viciado, Miami DDA Board Member

Greg West, Miami DDA Board Member

Julie Grimes

Carmen Rivero

Arva Parks

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#### **1. INTRODUCTION:**

- a. Purpose of a brand
- b. What inspires the brand

#### **2. REVIEW:**

- a. What we learned from your feedback

#### **3. BRANDING:**

- a. Brand Overview
- b. Name Generation Process
- c. Social Media Strategy
- d. Public Outreach Process

#### **4. Meeting Adjournment**