



SPECIAL TWEEDY MILE ADVISORY BOARD TWEEDY MILE ADVISORY BOARD AGENDA

Monday, July 24, 2023 at 6:00 p.m.

**SOUTH GATE COUNCIL CHAMBERS
8650 CALIFORNIA AVE
SOUTH GATE, CA 90280**

**DIAL-IN-NUMBER: 1 (669) 900-6833
MEETING ID: 876 7597 5170
[HTTPS://US02WEB.ZOOM.US/J/87675975170](https://us02web.zoom.us/j/87675975170)**

**TO ADDRESS THE CITY COUNCIL PRESS *9 TO RAISE YOUR
HAND THEN *6 TO UNMUTE YOURSELF WHEN INSTRUCTED**

Call to Order/Roll Call

Call to Order Adolfo Varas, Chairperson
Roll Call Yodit Glaze, City Clerk

Board Members

Adolfo Varas, Chairperson
Sylvia Masushige, Vice Chairperson
Angela Lucero
Michelle Montes
Victor Zamudio

City Staff

Giselle Hernandez, Acting Management Analyst

Meeting Compensation Disclosure

Pursuant to Government Code Section 54952.3: Disclosure of compensation for meeting attendance by the Tweedy Mile Advisory Board is \$0 monthly regardless of the amount of meetings.

Open Session Agenda

1. Update on the Marketing Services for the Tweedy Mile Business Improvement District

The Tweedy Mile Advisory Board will consider receiving and filing the City's update on the marketing services for the Tweedy Mile Business Improvement District ("Tweedy Mile").
(CM)

Documents:

[Item_No.1 July 24, 2023.pdf](#)

[Attachment_Tweedy Mile Logo.pdf](#)

Adjournment

I, Yodit Glaze, secretary, certify that a true and correct copy of the foregoing Meeting Agenda was posted on July 20, 2023 at 3:31 pm., as required by law.

Yodit Glaze,
City Clerk

Materials related to an item on this Agenda submitted to the City Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office 8650 California Avenue, South Gate, California 90280 (323) 563-9510 * fax (323) 563-5411 * www.cityofsouthgate.org

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City of South Gate
Tweedy Mile Advisory Board
July 24, 2023

STAFF REPORT

AGENDA ITEM NO. 1

TO: Tweedy Mile Advisory Board

FROM: Giselle M. Hernandez, Acting Management Analyst, City Manager's Office

SUBJECT: Update on the Marketing Services for the Tweedy Mile Business Improvement District

PURPOSE: To provide the Tweedy Mile Advisory Board with an update on the marketing services for the Tweedy Mile Business Improvement District ("Tweedy Mile").

RECOMMENDED ACTION: Receive and File.

BACKGROUND: The Tweedy Mile Advisory Board and the City Council approved \$40,000 for marketing services in the Fiscal Year 2022-23 budget. Staff engaged the services of Tripepi Smith to assist in creating a long-term set of assets including an outreach campaign to drive interest to the Tweedy Mile. The branding has been completed with a new logo that reflects the Tweedy Mile business façade. A video featuring the new tagline "This is Tweedy Mile" highlights older and newer businesses on the mile and invites people to shop and dine locally. A stock photoshoot and video shoot have also been completed and include footage from the annual Tweedy Mile Street Fair. The new Tweedy Mile website is ready to launch with a full directory of Tweedy Mile businesses, photos of business owners and newly released interviews with business owners on the Tweedy Mile. During the next few months, the public will see new social media posts highlighting Tweedy Mile, as well as printed marketing materials including brochures and a map of the businesses.

ATTACHMENTS:

- 1.) Tweedy Mile Logo



Twedy Mile

Est. 1970

