

Minutes for Board of Directors Meeting
Wednesday, March 15, 2017 at 4pm
Pacific Design Center – 8687 Melrose Ave. Suite M60
West Hollywood

Members present: Ginna Christensen, Nick Ingate, Cary Mosier, Marco Pelusi, Craig Susser, Gary Trudell, Andrew Utas

Honorary Members Present: Maribel Louie (City of West Hollywood), Genevieve Morrill (West Hollywood Chamber of Commerce)

Staff Present: Maribel Munoz

Guests: Nick Rimedio (Kimpton Hotel)

1. Call to Order

Meeting called to order by Chair Ginna Christensen at 4:05pm. Christensen stated that the March 2017 agenda was posted.

2. Approval of Minutes and Agenda

A motion was made to approve the March 2017 agenda and the January 2017 minutes, it was seconded and approved.

3. Current Financials

Andrew Utas reviewed the current financials with the board. Utas informed the board that there was money available in the account due to the fact that VWH had taken over the branding and reorganization expenses. Utas stated that the monthly expenses were very low and losses had stopped. A motion was made to approve the financials, it was seconded and approved.

4. Executive Director Report

a) Banner Sales Initiative

Christensen informed the board that Genevieve Morrill from the West Hollywood Chamber of Commerce would assist them in selling sponsorship for the banners. Christensen stated that Morrill was currently contracted by the Sunset Strip BID to sell sponsorship for the banners located on the Sunset Strip. Morrill informed the board she would draft an agreement similar to the SSBID and would create a deck which would include pricing. A discussion ensued.

Nick Ingate informed the board that LA Pride was interested in using 56 banners and they would handle the production costs.

b) New Hire Initiative

Christensen informed the board of the new hire initiative. Christensen stated the new hire would handle the administrative role and the employee would be shared with the Sunset BID. Christensen informed the board she was waiting on the job description from Tom Kiely.

c) 2017-2018 Budget Review

Christensen stated that the rough budget number for the next fiscal year was \$113,000. Maribel Louie reviewed the BID establishment proceedings calendar and the process with the board. A discussion ensued.

d) BID Restructure and Rebrand

Christensen informed the board of the upcoming meeting with Coraggio to discuss the business structure of the BID. The board discussed different ideas that could be implemented to involve all the businesses and promote the WHDD. A discussion ensued.

5. City / VWH / Chamber Reports

City – Louie informed the board that she is now overseeing the events division. Louie stated that the city was reviewing how they handle permits for special events and are working on an automated system for events that happen yearly. The goal is to facilitate the process.

Visit West Hollywood – No report.

Chamber of Commerce – Morrill distributed the most recent issue of the WORKS magazine to the board. Morrill informed the board of 2 new sites www.buildinganddesignweho.com and www.creativemeetingsandeventsweho.com which are resource guides and would be launching in April. Morrill updated the board on other advocacy issues that the WHCC had undertaken.

6. Board Member/Community Comments

Nick Rimedio informed the board that the Kimpton was scheduled to open late July/early August.

Christensen adjourned the meeting. The next meeting is scheduled for Wednesday, April 19, 2017 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

Date

Minutes for Board of Directors Special Meeting
Friday March 24, 2017 at 4pm
636 N. Robertson Blvd, West Hollywood, CA 90069

Members present: Ginna Christensen, Nick Ingate, Marco Pelusi, Cary Mosier

Members absent: Craig Susser, Gary Trudell, Andrew Utas

Honorary Members Present: Genevieve Morrill (West Hollywood Chamber of Commerce)

Honorary Members Absent: Maribel Louie (City of West Hollywood)

Staff Present: Tom Kiely, Diana Pacheco

Guests: Josh Morgerman (Symblaze), Nick Rimedio (Kimpton Hotel)

1. Call to Order

Meeting called to order by Chair Ginna Christensen at 4:08pm.
Christensen stated that the special agenda was posted.

2. Approval of Agenda

A motion was made to approve the special agenda, it was seconded and approved.

3. Symblaze

Josh Morgerman from Symblaze started the discussion by stating that the Design District is at a crossroads in regards to their identity and its mission, and what it wants to accomplish moving forward. Morgerman stated that Symblaze gave a presentation to the board about the rebrand in the January meeting. Christensen inquired when Symblaze will pick up on the rebrand again and start moving forward. Morgerman stated that if the board was ready to resume the rebrand process, the time was now. Nick Ingate stated that they didn't have the commercial aspect to support rebrand yet and that the following week they were due to have first and second meetings with Coraggio Group, the company that will help on the commercial business strategy. A discussion ensued. Morgerman proceeded to summarize the nine epiphanies that were presented in the last WHDD board meeting. A discussion ensued in regards to the future of the BID and the hiring of a BID manager/consultant. Tom Kiely asked board members if they were supportive of bringing a BID manager on board to manage both the Design District BID and Sunset Strip BID. Cary Mosier made a motion to approve the hiring of a BID manager, it was seconded and approved. Mosier made another motion to move forward on content creation, it was seconded and approved.

4. Discussion of Budget Ideas

Christensen stated that the BID has \$113,000 to spend next year. Kiely made a suggestion to present and talk about the Design District budget in the next April board meeting so it can be approved by May 1st and ready to submit to Maribel Louie. Christensen added that depending on their meeting with

Coraggio on Monday, they will decide how they will move forward with Symblaze's action plan.

5. Adjournment

Christensen adjourned the meeting at 5:44pm. The next meeting is scheduled for Wednesday, April 19, 2017 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

Date