

Advisory Board Meeting

Date/Time: Wednesday, August 17, 2016, at 4:00 pm
Location: Pacific Design Center – 8687 Melrose Ave. Suite M60
West Hollywood, CA

AGENDA

- 1) CALL TO ORDER 4:00pm
 - a) Self-Introductions/Roll Call
 - b) Posting of Agenda
 - c) Board Comments on Agenda
- 2) APPROVAL OF AGENDA & RECEIVE MINUTES 4:05pm
RECOMMENDATION: Approve Agenda and Minutes
- 3) CURRENT FINANCIALS 4:05pm
RECOMMENDATION: Receive and Approve Current Financials
- 4) NEW BUSINESS 4:10pm
No new business
- 5) UNFINISHED BUSINESS 4:10pm
 - a) PR Update (Business stories, Instagram Library etc.)
 - b) Update: Street Media Committee
 - c) EVENTS
 - i) WestEdge - 11/3-11/6
 - ii) DIEM – 11/11, Opening Party – 11/10, Film Screening 11/9
- 6) EXECUTIVE DIRECTOR REPORT
 - a) Partnerships
 - b) BID Restructure
 - c) New District Businesses Report
 - d) Website/Stats
- 7) CITY / VWH / CHAMBER REPORTS 5:15pm
Maribel Louie, Genevieve Morrill
- 8) BOARD MEMBER / PUBLIC COMMENTS 5:20pm
- 9) ADJOURNMENT

Written material distributed to the Board of West Hollywood Design District within 72 hours of the Board meeting is available for public inspection immediately upon distribution. Please call 310/289-2534 to make arrangements to inspect them. They will also be available for inspection during the Board meeting.

AFFIDAVIT OF POSTING

State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood, in the Administrative Services Department, in the Office of the City Clerk and that I posted this agenda on:

Date August 17, 2016

Signature: _____
Office of the City Clerk

8687 Melrose Avenue, Suite M60; West Hollywood, CA 90069; Tel. 310.289.2534; Fax 310.289.2529

Minutes for Board of Directors Meeting
Wednesday, July 20, 2016 at 4pm
Pacific Design Center – 8687 Melrose Ave. Suite M60
West Hollywood

Members present: Gina Christensen, Marco Pelusi, Dara Toulch, Gary Trudell, Andrew Utas

Members absent: Robina Benson, Jaime Garcia, Nick Ingate, Cary Mossier, Elizabeth Solomon, Craig Susser

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

Staff Present: Ryan Farber, Maribel Munoz, Diana Pacheco

Guests: Emily Bernstein (The Workshop)

1. Call to Order

Meeting called to order by Executive Director Ryan Farber at 4:06pm. The July 2016 agenda was posted. Farber informed the board that board meetings would be held on the third Wednesday of the month.

2. Approval of Minutes and Agenda

A motion was made to approve the July 20, 2016 agenda and the July 6, 2016 minutes, it was seconded and approved.

3. Current Financials

Farber stated that there was nothing to report with the financials since their previous meeting on July 6. Farber informed the board that since the meetings had been moved to the third Wednesday there would be more time to prep the financials to present accurate and up to date information.

4. New Business

a) New Executive Committee Members

Farber expressed his excitement for the new board members and stated this was a fresh start for the WHDD. Farber recommended the following members to serve on Executive Committee: Ginna Christensen – Chair, Nick Ingate – Vice Chair, Andrew Utas – Treasurer, Gary Trudell & Robina Benson – At large members. A short discussion ensued.

A motion was made to approve the recommended Executive Committee, it was seconded and approved.

5. Unfinished Business:

a) Events

i. WestEdge – 11/3 – 11/6

Farber recommended to move forward with WestEdge. Farber informed the board that WestEdge would not be a financial concern since every business that participates will have to pay a fee. Farber stated that WestEdge brought in a lot of great press

last year and therefore he recommended to move forward. A discussion ensued in regards of choosing a designer and forming a committee to guide the process.

ii. DIEM – 11/11, Opening Party – 11/10, Film Screening 11/9

Farber informed the board that there was a budgetary concern with DIEM. Farber stated that WHDD had a fixed budget for the year and most of it went to the operations of the district. Farber informed the board he had been able to cut the cost of DIEM this year. Farber stated Architectural Digest had agreed to be the national media partner for the event and the new editor in chief was going to make her first west coast appearance as the host for the opening party. A discussion ensued. After the discussion the board decided to move forward with DIEM.

6. WHDD Strategy/Brainstorming Session

Farber recommended that a proper board retreat be scheduled in order to identify how the WHDD mission can be best achieved. In the meantime, Farber asked the board for any ideas in which the WHDD can focus on. Farber stated that the WHDD did not have to necessarily focus on events and move their focus to PR and Digital to be more cost effective. A discussion ensued on social media, content generation and obtaining more media coverage. Farber informed the board about his meeting with Andrew Campbell, who runs the Arts program at the city. Farber stated the city wanted to conduct a general plan focusing on art. Campbell wanted to meet with businesses in the WHDD to discuss their thoughts on art.

7. City / VWH / Chamber Reports

City –None

Chamber of Commerce –None

8. Board Member/Community Comments

No Board Member comments or Community comments

Ryan adjourned the meeting. The next meeting is scheduled for Wednesday, August 17, 2016 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

Date

WEST HOLLYWOOD

DESIGN DISTRICT

THE WORKSHOP

Owner's Monthly Update

July 2016

PROGRAMMING

ONGOING

- Designer Camp
 - Designer Camp July 11-15
 - Fashion Styling July 18-22
 - Interior and Visual July 25-29
 - Partnerships / Sponsorships
 - Homee
 - HGTV
 - HGTV Livestream
 - Press
 - Angeleno ‘Best Summer Camps’
 - West Hollywood Lifestyle
- Westedge 11/3-11/6 - Cezare Geraldo
- DIEM: 11/11/16
 - Architectural Digest as Media Partner
 - Potential Regional Exclusive with Angeleno / Interiors I



PRESS RELEASES & COVERAGE (partial list)

- Instagram Takeovers (Completed & Upcoming)
 - Au Fudge (11.2k followers) - August 9th
- Media Visits
 - Laura Eckstein Jones (Angeleno/Interiors) - Alfred on the Alley
 - Abigail Stone (California Home & Design) - Zinque
- Upcoming Media Visit
 - Glamour - Jessica Kantor
 - Katy Carrier - Palm Springs Style
 - Brant Cox - Infatuation

Publication	Headline	Journalist	Strategy	Date	Impressions/ UVM	CaV	Businesses Mentioned	Medium (&Link)
West Hollywood Lifestyle Magazine	Designer Camp for Teens Returns to the West Hollywood Design District	Carole Dixon	Specific Pitch	7/1/16	93,055	na	Elder Statesman, Au Fudge, Ariana Rugs, Art Angeles, Caroline Cecil Textiles, Chrisotpher Guy, Design Within Reach, DSTLD, Homee Leica, MAC Cosmetics, Restoration Hardware	http://westhollywoodlifestyle.com/designer-camp-for-teens-returns-to-the-west-hollywood-design-district/

WHDD Digital Analytics Top-Line Report – Website and Social Media Data

	July 2015	July 2016
Sessions	3094	2070
Page views	6421	4087
Users (Uniques)	2760	1776
Facebook	3362 (likes)	3849 (likes)
Instagram	2761 (followers)	5167 (followers)
Twitter	2081(followers)	2466 (followers)
Pinterest	287 (avg. daily users)	426 (avg. daily users)