

Advisory Board Meeting

Date/Time: Wednesday, August 16th 2017, 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 4:07pm
RECOMMENDATION: Receive and Approve Current Financials

- 4) New Business 4:10pm
 - a) BID Manager Update Report
 - b) New Member Agreement Discussion
 - c) Vote for Linda Mossessian to join the Board
 - d) Programming: BID Mixers, DIEM 2018 Discussion, Dine & Design
 - e) Viyet Partnership

- 5) UNFINISHED BUSINESS 4:20pm
 - a) Content Management Update – Matte Black
 - b) Renaming – The District / WEHO: Review Survey Results
 - c) DIEM at West Edge Discussion Update
 - d) West Edge and the Design District update

- 6) CITY / VWH / CHAMBER REPORTS 4:30pm
Maribel Louie, Tom Kiely, Genevieve Morrill

- 7) BOARD MEMBER / PUBLIC COMMENTS 5:00pm

- 8) 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 July 19, 2017

Signature: _____
Office of the City Clerk

Minutes for Board of Directors Meeting
Wednesday, July 19, 2017 at 4pm
Pacific Design Center – 8687 Melrose Ave. Suite M60
West Hollywood

Members Present: Ginna Christensen, Cary Mosier, Marco Pelusi, Gary Trudell, Andrew Utas

Members Absent: Nick Ingate, Nick Rimedio, Craig Susser

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

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

Staff Present: Tom Kiely, Jeff Morris, Maribel Munoz, Ben Reiss

Also Present: Linda Mossessian (Michael Aram), Lori Warriner (LALA Magazine)

1. Call to Order

Meeting called to order by Chair Ginna Christensen at 4:02pm. Christensen stated that the July 2017 agenda was posted.

2. Approval of Minutes and Agenda

A motion was made to approve the July 2017 agenda and the June 2017 minutes, it was seconded and approved

3. Current Financials

Andrew Utas reviewed the current financials with the board. Utas explained that the only current expense was Matte Black but that would soon change now that the BID Manager had been hired. A motion was made to approve the financials, it was seconded and approved.

4. Unfinished Business

a) Content Management Update – Matte Black

No Report

b) Website update

Jeff Morris stated that the website was now ready for content to be uploaded. Morris explained that there was a functionality in place that recreated uploaded images in 20 different sizes but that issue had been fixed. Tom Kiely stated that Ben Reiss, BID Manager, would be working on the database and keep it up to date.

c) Update: BID Manager Position

Christensen introduced Ben Reiss the new BID Manager. Reiss shared his background with the board and expressed his excitement to begin his work.

d) Renaming – The District/WEHO New Logo

Kiely recommended going out to the community to receive feedback on the name change. Genevieve Morrill highly recommended not to

change the name. Morrill stated that when the BID changed their name to West Hollywood Design District, they received a lot more brand attention. Kiely stated that it was very important to receive input from the community. Reiss stated he would create a survey and send it out to BID members to receive feedback. A discussion ensued.

e) DIEM at WestEdge Discussion

Christensen informed the board that she was contacted by WestEdge, asking for permission to use the DIEM name. Christensen stated that the board had discussed the value of DIEM and created a list of criteria and WestEdge agreed.

f) WestEdge – Food Pavilion & Booth Space

Christensen informed the board that WestEdge would be implementing a food pavilion for this years event and asked Cary Mosier from Gracias Madre if he was interested in participating to represent the WHDD. Mosier stated he would review the deck.

5. City / VWH / Chamber Reports

City – No report.

Visit West Hollywood – No report.

Chamber of Commerce – Morrill informed the board that it takes up to 9 months to sell banners and a great challenge is that only 33% of the space is available for sponsorship. Morrill shared the new deck with the board and stated that the focus was on luxury categories. Morrill informed the board that a press release was sent out to announce the availability of the banners of both the Sunset Strip BID and WHDD. A discussion ensued. Kiely informed the board VWH had signed a contract with Andy Gold Metropolitan for the maintenance of the banners.

Morrill informed the board of 2 new platforms that were created by the WHCC, creativemeetingsanddesignweho.com and buildinganddesignweho.com.

6. Board Member/Community Comments

Linda Mossessionian from Michael Aram shared her interest in getting involved with the WHDD. Mossessionian highlighted the concerns that many other businesses in the district have as well. Mossessionian stated that Michael Aram would be more than happy to sponsor a mixer in their showroom to have a meet and greet. Lori Warriner from LALA magazine expressed her interest in working with the WHDD once the branding was complete. A discussion ensued.

Christensen adjourned the meeting. The next meeting is scheduled for Wednesday, August 16, 2017 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

Date