

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

Members Present: Ginna Christensen, Nick Ingate, Marco Pelusi, Gary Trudell

Members Absent: Cary Mosier, Linda Mossessian, Nick Rimdio, Craig Susser

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

Staff Present: Maribel Munoz, Ben Reiss

Guests: Caitlin Griffin (Rose Tarlow), Jackie Rocco (City of West Hollywood)

1. Call to Order

Meeting called to order by Chair Ginna Christensen at 4:06pm.
Christensen stated that the October 2017 agenda was posted.

2. Approval of Minutes and Agenda

Christensen stated that due to a lack of quorum the vote to approve the November 2017 agenda and the October 2017 minutes had to be tabled for the next board meeting.

3. Current Financials

Christensen presented the financials to the board. A discussion ensued. Due to a lack of quorum the vote to approve the current financials had to be tabled for the next board meeting.

4. New Business

a) BID Manager Update Report

Ben Reiss informed the board that the Weho Arts Division would be using 48 banners from November 27 through January 2 to promote “Shop Small; Shop WeHo”. Reiss stated that the city would cover the costs of installing and removing the banners. Reiss informed the board that the weedmaps sponsorship would have to be pushed back to January if the city occupied the banners throughout December. A discussion ensued. Reiss stated that weedmaps would soon be submitting creative for the banners. Reiss informed the board that the WHDD business database was about 90% complete. The board suggested walking the district to collect and verify contact information for the database and having a gift for businesses. A discussion ensued.

b) Programming Discussion

Reiss informed the board that a mixer was scheduled at Michael Aram in February, right after the board meeting. The board decided to reschedule the next board meeting to December 12th and change the location to Craig’s Restaurant.

c) BID Safety and Cleaning Discussion

Reiss informed the board that a great concern for WHDD businesses is safety and cleaning. Reiss informed the board of various safety incidents and homelessness problems occurring within

the district. A discussion ensued. Jackie Rocco informed the board that she would forward all the information to Corri Planck, Social Services Supervisor who manages the homeless initiative. The board suggested creating a one sheet page with information on who to contact when faced with these issues.

5. Unfinished Business

a) Content Management Update – Matte Black

Reiss presented the website analytics report to the board. A discussion ensued. Christensen informed the board that she had been receiving great feedback from the blogs that Matte Black was producing.

b) SMBLZ Logo Update

Nick Ingate informed the board that they were on the final stages on finalizing the new logo for the WHDD. Ingate presented the mock up logos to the board and asked for feedback. A discussion ensued.

c) New Member Votes – Caitlin Griffin & Darci MacNab

Due to a lack of quorum the vote to approve the new board members had to be tabled for the next board meeting.

6. City / VWH / Chamber Reports

City – Rocco reminded the board that the Business Development Division at City Hall was a resource available for the businesses in the WHDD and to feel free to contact her for assistance.

Visit West Hollywood – No report.

Chamber of Commerce – No report.

7. Board Member/Community Comments

None

Christensen adjourned the meeting. The next meeting is scheduled for Tuesday, December 12, 2017 at 4:00PM @ Craig's, 8826 Melrose Ave, West Hollywood, CA.