

# Special Meeting

Date/Time: Wednesday, December 7, 2016, at 4:00 pm

Location: Pacific Design Center – 8687 Melrose Ave. Suite M60  
West Hollywood, CA

## WEST HOLLYWOOD DESIGN DISTRICT

### 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
  - a) WeHo Holiday Window Displays - Discussion
- 5) UNFINISHED BUSINESS 4:25pm
  - a) PR Update (Business stories, Instagram Library etc.)
  - b) Update: Street Media Committee
  - c) EVENTS
    - i) Recap: WestEdge - 11/3-11/6
    - ii) Recap: DIEM 2016
  - d) WHDD Studio Project
- 6) EXECUTIVE DIRECTOR REPORT 4:50pm
  - a) Partnerships
  - b) BID Restructure
  - c) New District Businesses Report
  - d) Website/Stats – Include new Job Listings section to website
- 7) CITY / VWH / CHAMBER REPORTS 5:15pm  
Maribel Louie, Tom Kiely, 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 December 7, 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, October 19, 2016 at 4pm**  
**Pacific Design Center – 8687 Melrose Ave. Suite M60**  
**West Hollywood**

Members present: Ginna Christensen, Nick Ingate, Marco Pelusi, Dara Toulch, Gary Trudell, Andrew Utas

Members absent: Robina Benson, Jaime Garcia, Cary Mosier, Elizabeth Solomon, Craig Susser

Honorary Members Present: Genevieve Morrill (Chamber of Commerce)

Staff Present: Ryan Farber, Tom Kiely, Maribel Munoz

Guests: DeEtte Christie, Rick Wright, Jen Styles (The Workshop)

**1. Call to Order**

Meeting called to order by Chair Gina Christensen at 4:04pm.  
Christensen stated that the October 2016 agenda was posted.

**2. Approval of Minutes and Agenda**

A motion was made to approve the October 2016 agenda and the September 2016 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 nothing new report and that everything was properly following its course. Farber stated that \$5,000 would be coming in from Cosentino and \$5,000 from the Beverly Center. A motion was made to approve the financials, it was seconded and approved.

**4. New Business**

**a) WHDD Studio Project**

Christensen explained that the idea being proposed was to create additional content to bring in value to both the WHDD and VWH. Farber furthered explained that this would be beneficial for the businesses within the district. Rick Wright informed the board that Symblaze would be handling the photography of both DIEM and WestEdge. Symblaze would also create B roll of the WHDD. Wright stated that Symblaze would also work on refreshing the WHDD brand. A discussion ensued. A motion was made to create a content committee, it was seconded and approved. A motion was made to have Nick Ingate Chair the content committee, it was seconded and approved.

**5. Unfinished Business:**

**a) PR Update (Business stories, Instagram Library etc.)**

Jen Styles from The Workshop updated the board on the Instagram Takeovers. Styles stated that many of influencers want something in exchange in order to do these takeovers, Styles suggested having a WHDD gift bag. Styles stated that the goal for 2017 was to get to

7,000 Instagram followers. Styles reminded the board to use the WHDD hashtags on their social media platforms. A discussion ensued on how to incentivize businesses to use the WHDD hashtags. Styles stated that their main focus was currently on WestEdge and DIEM.

**b) Update: Street Media Committee**

Farber informed the board that the Street Media Ad Hoc Committee had concluded its design process in October. Farber stated the group had approved 3 parts of the project: 1. Pedestrian Wayfinding Package 2. Vehicular Wayfind Package 3. Bus Shelter and Street Furniture Package. Farber stated that the city staff would bring the item to council in late December.

**c) Events**

**i. WestEdge – 11/3 – 11/6**

Farber stated that 11 businesses were participating in WestEdge. Farber explained that César Giraldo had designed the space to have a museum like feel and be visually stunning. Farber stated tickets were available for WestEdge and the opening party if anyone wanted to attend.

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

Farber stated that all the showrooms were confirmed for DIEM. Farber stated all the content was online and had already gathered 120 sign ups. Farber presented the postcards used to promote DIEM and encouraged board members to have them in their businesses.

**6. Executive Director Report**

**a) Partnerships**

Farber discussed the current partnerships with the Beverly Center and Cosentino. Farber stated that Cosentino had expressed interest in partnering again with the WHDD after WestEdge. Farber stated that the conversation with the Beverly Center were still happening in regards to banners and having a larger presence on the website.

**b) BID Restructure**

Farber stated that Maribel Louie would run the BID Restructure meetings. Farber informed the board that a consultant would be hired to handle the last phase that included all the legal work.

**c) New District Businesses Report**

No Report

**d) Website/Stats**

Farber informed the board that Erin Pedraja would join the next meeting to discuss the website stats.

**7. City / VWH / Chamber Reports**

**City** – No report.

**Chamber of Commerce** – Genevieve Morrill informed the board about the Creative City Awards scheduled from November 16<sup>th</sup>. Morrill stated that Craig Susser would be honored at the awards.

**8. Board Member/Community Comments**

None

Christensen adjourned the meeting. The next meeting is scheduled for Wednesday, December 7, 2016 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

---

**Date**

# WEST HOLLYWOOD

---

# DESIGN DISTRICT

THE WORKSHOP

Owner's Monthly Update

October 2016

# PROGRAMMING

## ONGOING

- Westedge 11/3-11/6 - Cezare Geraldo
  - Luxe Partnership
    - Advertorial Deployed
    - Eblast to OC and LA Luxe members deployed 10/31 (~10k)
    - Instagram Takeover with Luxe 10/21

## DIEM

- Architectural Digest as Media Partner
- November Calendars Pitched
  - Angeleno
  - Interiors
  - Where LA
- Marketing
  - Instagram Takeovers: Eric Buterbaugh
- Upcoming Q&A
  - The Agency Blog/Featured Eblast



# PRESS RELEASES & COVERAGE (partial list)

- Instagram Takeovers (Completed & Upcoming)
  - Luxe Magazine - October 21st
  - Eric Buterbaugh - November 3rd
  - Homee
  - M+B
  - Studio Life & Style
  - Homee
- Press (Partial List)
  - Wallpaper.com (UVM: 300k), feature on Ben Soleimani within the WHDD
  - Luxe Magazine (UVM: 887,340) Q&A with Cesar on his involvement with Westedge in relation to the WHDD
  - West Hollywood Lifestyle Magazine (UVM: 50k) - Q&A with Cesar on his involvement with Westedge in relation to WHDD
  - Southern California Life's (circulation 36,000)
  - Where LA(cir. 55,000) November issue calendar listing
- Upcoming Press Opportunities
  - West Hollywood Magazine Culinary Feature
  - California Home & Design (Spring feature/Ginna)