

West Hollywood Design District Advisory Board Meeting
Date/Time: Wednesday February 21, 2018, at 4:00 pm
Location: La Peer Hotel, 627 N. La Peer Dr.
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

- 3) CURRENT FINANCIALS 4:07pm

- 4) New Business 4:10pm
 - a) BID Manager Update Report
 - b) Vice Chair Election – Nomination Subcommittee
 - c) Board Retreat Discussion – Greg Stuart
 - d) WeHo Arts Partnership – Andrew Campbell & Rebecca Ehemann
 - e) Programming and Events Discussion
 - f) Marketing Discussion

- 5) UNFINISHED BUSINESS 4:20pm
 - a) Content Management Update – Matte Black
 - b) Street Pole Banner Update – Ben Reiss
 - c) New Member Votes – Gulla Jonsdottir

- 6) EXTERNAL PARTNER REPORTS 4:30pm
 - a) City of West Hollywood
 - b) Visit West Hollywood
 - c) West Hollywood Chamber of Commerce

- 7) BOARD MEMBER COMMENTS 4:50PM

- 8) PUBLIC COMMENTS 4:55PM

- 9) ADJOURNMENT 5:00PM

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 February 21, 2018

Signature: _____
Office of the City Clerk

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

Members Present: Nick Ingate, Marco Pelusi, Caitlin Griffin, Darci MacNab, Cary Mosier, Gary Trudell, Honorary Board Member Maribel Louie, Honorary Board Member Genevieve Morrill

Members Absent: Nick Rimedio, Craig Susser

Staff Present: Tom Kiely, Maribel Munoz, Ben Reiss

Guests: Jackie Rocco (City of West Hollywood), Liz Solomon (Mayfair House)

1. Call to Order

Meeting called to order by Chair Nick Ingate at 4:04pm.
Ingate stated that the January 2018 agenda was posted.

2. Approval of Minutes and Agenda

A motion was made to approve the January 2018 agenda and the December 2017 minutes, it was seconded and approved.

3. Current Financials

Ingate presented the financials to the board. Methods on how to present future financials were discussed. A discussion ensued in regards to how revenue was assessed. A motion was made to approve the January 2018 financials, it was seconded and approved.

4. New Business

a) BID Manager Update Report

Ben Reiss thanked all the board members that assisted with the delivery of the holiday wine gifts for the WHDD businesses. Reiss stated that it allowed for a great opportunity to meet stakeholders and inform them of the WHDD BID. Reiss explained that it also gave him an opportunity to verify contact information on all businesses. Reiss stated that the website directory had been updated as well. Reiss stated that he received a suggestion from Karen Kuo to hold a board retreat and reconnect previous board members to the new board. Reiss informed the board that the La Peer Hotel had officially opened. The board discussed the possibility of having Matte Black cover the story around the La Peer Hotel opening. Genevieve Morrill informed the board that the ribbon cutting would be held on February 27th. Reiss updated the board on other business openings in the WHDD.

b) Nominations Subcommittee

Reiss informed the board that a nominations subcommittee had to be established in order to elect a Vice Chair. Reiss stated that due to the composition of the board, three board members would have to volunteer to be a part of the subcommittee and bring Vice Chair recommendations to the rest of the board. Marco Peluis, Gary Trudell and Caitlin Griffin volunteered to join the nominations subcommittee. Ingate made a motion to approve Marco Pelusi, Gary

Trudell and Caitlin Griffin as the nomination subcommittee, it was seconded and approved.

c) Programming and Event Discussion

Reiss informed the board of his discussion with Angeleno magazine in regards to a partnership. Reiss stated that Angeleno wanted to dedicate an issue and produce a Voices of Design event in partnership with the WHDD. Reiss explained that 10 businesses would be highlighted in the issue and the rate was originally \$10,000 per business but a lower rate of \$4,000 per business was negotiated. Reiss explained that the WHDD BID had the option to monetize the event and have Angeleno as a media sponsor or have Angeleno produce the event themselves. A discussion ensued.

d) Marketing Discussion

Ingate informed the board that he had been in close communication with Tom Kiely to discuss the strategic planning happening at VWH. Ingate explained to the board that it would be a good idea to do a strategic alignment with VWH to ensure the same message is being pushed. Kiely distributed VWH's strategic plan and presented it to the board. Kiely informed the board that both the WHDD BID and SSBID were included in the strategic plan and proceeded to explain the BID's Initiatives in the current VWH strategic plan. Ingate informed the board that over the holiday he had worked alongside with Reiss and Nick Rimedio on a WHDD 2018 strategic plan. Ingate reviewed the 2017 highlights, discussed the current challenges the BID was facing, opportunities and the current WHDD mission statement. Ingate and Reiss reviewed the 2018 objectives. A discussion ensued.

5. Unfinished Business

a) Street Pole Banner Update

Reiss informed the board that that they were in the final stages of securing the contract for the street pole banners. Reiss stated that the initial creatives had been submitted but have not been finalized yet. Reiss informed the board that once the contract had been finalized the WHDD BID would receive 6 payments of \$20,000.

b) New Member Vote – Liz Solomon

Reiss reintroduced Liz Solomon to the board. Reiss explained that Solomon had been a previous member of the board and was interested in returning. Ingate made a motion to hold a vote adding Liz Solomon to the WHDD board, it was seconded and approved.

6. External Partner Reports

a) City of West Hollywood

Maribel Louie informed the board that Jackie Rocco would be the regular attendee at the board meetings. Louie explained that Rocco's work involved direct connection to the business community. Louie stated that she would be involved but would be working closely with Kiely focusing on the administrative policy questions regarding the BIDs.

b) Visit West Hollywood

Kiely informed the board that VWH was undergoing the TBID process renewal. Kiely stated that this new contract would last 10 years. Kiely informed the board that VWH would be moving to a new office at the end of April.

c) West Hollywood Chamber of Commerce

Morrill stated that Connect Day was on February 28th, the purpose of Connect Day is for the homeless to come and connect with the agencies that offer services for them. Morrill announced that she had just hired a new Director of Membership & Events.

7. Board Member

None

8. Public Comments

None

Ingate adjourned the meeting at 5:28pm. The next meeting is scheduled for Wednesday, February 21, 2018 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.