

West Hollywood Design District Advisory Board Meeting
Date/Time: Wednesday January 17, 2018, at 4:00 pm
Location: Visit West Hollywood, 8687 Melrose Ave
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) Nominations Subcommittee
 - c) Programming and Event Discussion
 - d) Marketing Discussion

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

- 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 January 17, 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: Ginna Christensen, Nick Ingate, Marco Pelusi, Nick Rimedio, Craig Susser, Gary Trudell, Honorary Board Member Genevieve Morrill

Members Absent: Cary Mosier, Linda Mossessian, Honorary Board Member Maribel Louie

Staff Present: Maribel Munoz, Ben Reiss

Guests: Caitlin Griffin (Rose Tarlow), Darci MacNab (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 December 2017 agenda was posted.

2. Approval of Minutes and Agenda

A motion was made to approve the November 2017 and the December 2017 agendas and the October 2017 and November 2017 minutes, it was seconded and approved.

3. Current Financials

Christensen presented the financials to the board. A discussion ensued. A motion was made to approve the November 2017 and the December 2017 financials, it was seconded and approved.

4. New Business

a) BID Manager Update Report

Ben Reiss stated that he had had three calls with RQ agency in regards to a partnership with Samsung home appliances. Reiss discussed the details of the partnership. A discussion ensued. Reiss informed the board that he was in the process of verifying all the contact information for the database and would have it completed by the end of the month.

b) Programming Discussion

Reiss informed the board that Modern Luxury was proposing to dedicate the summer issue to the WHDD and its members. Reiss stated that Modern Luxury would provide the WHDD with a discount. A discussion ensued. The board reached consensus to negotiate a better discount and create an event in conjunction with the magazine coming out.

c) La Peer Preview Spending Allocation

Nick Rimedio informed the board that the La Peer Preview took place on November 15th. Rimedio informed the board of the event details and stated that 300 people had attended and 112 of those attendees were from the district. The board discussed the situation and the possibility of reimbursing La Peer for the expenses. Nick Ingate made a motion to approve the spending budget to reimburse

the La Peer Hotel, Marco Pelusi seconded, Rimedio abstained, the motion passed.

d) DuVin Wine Christmas Gifts

Reiss informed the board that Stacie Hunt from Du Vin had offered a great deal on wine bottles to gift to the WHDD businesses. Reiss informed the board that each gift wrapped bottle would cost \$10.95. Reiss stated that he would hand deliver the gifts and take the time to inform businesses of the WHDD BID and what it has to offer. A few board members volunteered to help deliver the gifts. Pelusi made a motion to approve the DuVin Wine Christmas Gifts budget of \$3,000 plus \$600 in delivery tax, Rimedio seconded, the motion passed.

e) Matte Black Agreement Renewal

Reiss informed the board that the current agreement with Matte Black was on a month to month term at the cost of \$2,000/month. Reiss stated that the content development, email blasts and collateral had received positive feedback. Ingate made a motion to approve the Matte Black renewal agreement, Pelusi seconded, the motion passed.

f) West Hollywood Chamber of Commerce Renewal

Genevieve Morrill informed the board that the West Hollywood Chamber of Commerce's website in general received about 5 million referrals a year. Morrill stated that the WHDD referral numbers were lower than last year, most likely due to the current website situation. Morrill informed the board of all the benefits the WHCC could continue to provide to the WHDD. Other board members shared their positive experiences with the WHCC. Ingate made a motion to approve the West Hollywood Chamber of Commerce membership renewal, Christensen seconded, the motion passed.

5. Unfinished Business

a) Content Management Update – Matte Black

Ingate informed the board that the website analytics had increased drastically from the previous month. Ingate stated that the content produced by Matte Black was a great factor.

b) SMBLZ Logo Update

Ingate informed the board that the logo had been finalized. Ingate stated he was just waiting for Symblaze to create the brand book and send the logo files.

c) Street Pole Banner Update

Reiss informed the board that weedmaps had reviewed the agreement that had been vetted by the VWH attorney. Reiss stated that weedmaps had an addendum to include regarding communication in case there was some sort of complaint. Reiss informed the board that the agreement was for a 6-month period for \$120,000 and the banners were scheduled to be put up in January 2018.

d) New Member Votes – Caitlin Griffin & Darci MacNab

Christensen gave a brief background on both Caitlin Griffin and Darci MacNab from Rose Tarlow. Christensen stated that both Griffin and MacNab had shown interest in participating and being more involved with the WHDD board. Christensen explained that they were currently members of LCDQ but would be moving to Robertson Blvd in 2019. The board questioned whether having two members from the same business was a good idea. A discussion

ensued. Ingate made a motion to vote in Caitlin Griffin and Darci MacNab from Rose Tarlow as two separate members but with just one vote, Pelusi seconded, the motion passed.

6. External Partner Reports

a) City of West Hollywood

Jackie Rocco informed the board that the City of West Hollywood had passed an ordinance authorizing business licenses for consumption areas, where cannabis can be purchased and consumed on site. Rocco explained the details of the ordinance and the process of obtaining a license. A discussion ensued. Rocco informed the board that at the upcoming Council meeting there would be an item in the agenda stating that restaurants, bars and nightclubs would no longer need a licensed manager on site.

b) Visit West Hollywood

No report.

c) West Hollywood Chamber of Commerce

Morrill informed the board that the Creative City Awards had been a great success and thanked everyone who participated.

7. Board Member

Christensen informed the board that she was moving to New York and would have to step down from the board. Christensen expressed how much she has enjoyed being on the WHDD board and thanked everyone for their support. The board thanked her for all her hard work and leadership. The board briefly discussed the opening of the Chair position. Nick Ingate, current Vice Chair, committed to assume the Chair position until the next board term elections. Nick Rimedio volunteered to assume the Vice Chair position.

8. Public Comments

None

Christensen adjourned the meeting. The next meeting is scheduled for Wednesday, January 17, 2018 at 4:00PM @ The Pacific Design Center Suite M60, 8687 Melrose Ave, West Hollywood, CA.