

Board Advisory Meeting

Date/Time: Wednesday, Jan 18, 2017, 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) Ryan succession plan
 - b) Nomination of new board member – Nick Rimedio, Kimpton
- 5) UNFINISHED BUSINESS 4:25pm
 - a) Rebrand update with Symblaze
 - b) Welcome / outreach project
 - c) Content Lab Concept / Job listing
 - d) WEST EDGE and DIEM deliverables
- 6) EXECUTIVE DIRECTOR REPORT 4:50pm
 - a) Partnerships
 - b) BID Restructure and added services
- 7) CITY / VWH / CHAMBER REPORTS 5:15pm
Maribel Louie, Tom Kiely, Genevieve Morrill
- 8) BOARD MEMBER / PUBLIC COMMENTS
- 9) WOODSON AND RUMMERFIELD – Landmark initiative 5:20pm
- 10) 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 January , 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, December 7, 2016 at 4pm
Pacific Design Center – 8687 Melrose Ave. Suite M60
West Hollywood

Members present: Ginna Christensen, Nick Ingate, Marco Pelusi, Craig Susser, Gary Trudell

Members absent: Robina Benson, Jaime Garcia, Cary Mosier, Elizabeth Solomon, Dara Toulch, Andrew Utas

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

Staff Present: Ryan Farber, Tom Kiely, Maribel Munoz

Guests: Emily Bernstein (The Workshop)

1. Call to Order

Meeting called to order by Chair Ginna Christensen at 4:08pm.
Christensen stated that the December 2016 agenda was posted.

2. Approval of Minutes and Agenda

A motion was made to approve the December 2016 agenda and the October 2016 minutes, it was seconded and approved.

3. Current Financials

Christensen reviewed the current financials with the board since Andrew Utas was unable to attend the meeting. Christensen stated that the vast majority of the WestEdge funds had been collected as well as the sponsorship moneys from Consentino and Beverly Center. Christensen presented the burn down chart provided by Utas. The burn chart included the assessment fees collected by the City of West Hollywood but even then the chart projected to go negative by January. A discussion ensued. A motion was made to approve the financials, it was seconded and approved.

4. New Business

a) WeHo Holiday Window Displays - Discussion

No Report

5. Unfinished Business:

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

Emily Bernstein from The Workshop updated the board on all the PR initiatives that took place in October mainly pertaining to DIEM and WestEdge. Bernstein discussed all of the upcoming Instagram Takeovers.

b) Update: Street Media Committee

No Report

c) Events

i. Recap: WestEdge – 11/3 – 11/6

Farber stated that there was a great response to the booth and the opening night party was great. Farber stated that a sizzle reel would be provided by Symlaze. A short discussion ensued on how to obtain visuals much faster.

ii. Recap: DIEM 2016

Farber stated that DIEM went very well. Farber stated that Symlaze would be providing videos and images from this event as well.

d) WHDD Studio Project

No Report

6. Executive Director Report

a) Partnerships

Farber stated he had continuing conversations with Consentino and the Beverly Center. Farber stated that Consentino 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. A discussion ensued on ideas to generate more sponsorship.

b) BID Restructure

No Report

c) New District Businesses Report

Gary Trudell informed the board that Mark Lawrence was opening a new showroom in the WHDD in mid/late January

d) Website/Stats

Farber reviewed the website and social media stats to the board.

7. City / VWH / Chamber Reports

City – No report.

Visit West Hollywood – Tom Kiely informed the board of the onboarding of Susan Wilson as interim Communications Director. Kiely stated that all consultants were updating the VWH marketing plan. Kiely stated that the VWH website was on the final phases and would soon be ready for beta testing. A discussion ensued.

Chamber of Commerce – No report.

8. Board Member/Community Comments

None

Christensen adjourned the meeting. The next meeting is scheduled for Wednesday, January 18, 2017 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

Date