

# Advisory Board Meeting

Date/Time: Wednesday, July 19th, 2017, at 4:00 pm

Location: Pacific Design Center – 8687 Melrose Ave. Suite M60  
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  
RECOMMENDATION: Approve Agenda and Minutes
  
- 3) CURRENT FINANCIALS 4:05pm  
RECOMMENDATION: Receive and Approve Current Financials
  
- 4) New Business 4:05pm
  
- 5) UNFINISHED BUSINESS 4:10pm
  - a) Content Management Update – Matte Black
  - b) Website update – Good news!
  - c) Update: BID Manager position
  - d) Renaming – The District / WEHO New Logo
  - e) DIEM at West Edge Discussion Update
  - f) West Edge and The District, food pavilion and booth space
  
- 6) CITY / VWH / CHAMBER REPORTS 4:25pm  
Maribel Louie, Tom Kiely, Genevieve Morrill
  
- 7) BOARD MEMBER / PUBLIC COMMENTS  
Linda Mossesian – Michael Aram  
Lori Warriner – LALA Magazine 5:00pm
  
- 8) 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 July 19, 2017

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, June 28, 2017 at 4pm**  
**Pacific Design Center – 8687 Melrose Ave. Suite M60**  
**West Hollywood**

Members Present: Ginna Christensen, Nick Ingate, Craig Susser (arrived at 4:40pm), Andrew Utas

Members Absent: Marco Pelusi, Gary Trudell

Honorary Members Present: Maribel Louie (City of West Hollywood)

Honorary Members Absent: Genevieve Morrill (West Hollywood Chamber of Commerce)

Staff Present: Maribel Munoz, Erin Pedraja

Also Present: Jonathan Godinho (Matte Black), Josh Morgerman (Symblaze), Nick Rimedio (La Peer Hotel)

**1. Call to Order**

Meeting called to order by Chair Ginna Christensen at 4:08pm.  
Christensen stated that the June 2017 agenda was posted.

Christensen stated that due to lack of quorum, the branding and logo review would be moved out of order and be presented first.

**2. Unfinished Business**

**a) Renaming – The District/Logo Review**

Josh Morgerman from Symblaze presented the board with the new brand concepts. Morgerman stated that the board had decided that the name West Hollywood Design District was too long and confusing and they were seeking a shorter name. The board discussed changing the name to The District. Morgerman informed the board that it had been determined that the WHDD was a lifestyle destination and the tonality of the brand was based on that. Morgerman reviewed the 5 different concepts: Golden, Golden (bold version), Echo, Street Sign and Cubist. A detailed discussion ensued. Christensen made a motion to change the name from the West Hollywood Design District to The District Weho, it was seconded and passed.

**b) Content Management Update – Matte Black**

Jonathan Godinho from Matte Black introduced himself and informed the board that they would be creating content for the WHDD that could be used on social media and in newsletters. Godinho informed the board of the recent photoshoot that had taken place and encouraged the board to ask for specifics if they needed something in particular. Godinho briefly discussed ideas of cool stories that could take place in the WHDD.

**c) Website Update**

Erin Pedraja informed the board that the main problem with the website was the storage issue. Pedraja explained that when the

website was created there was a functionality in place that recreates uploaded images in 20 different sizes. Pedraja stated that the quick fix would be to disable the functionality and archive old photos in order to free up space.

**d) Coraggio Group Strategy Meeting**

Nick Ingate updated the board on the strategic meeting with the Coraggio Group. Ingate explained that Visit West Hollywood and the Sunset Strip BID were working on these strategic meeting as well. Ingate stated that Coraggio would assist with creating a strategic plan that will help the BID work more effectively.

**3. Approval of Minutes and Agenda**

A motion was made to approve the June 2017 agenda and the April 2017 minutes, it was seconded and approved.

**4. Current Financials**

Andrew Utas reviewed the current financials with the board. Utas stated that the BID was in good shape financially. Utas informed the board that assessment money was expected to be received in July. Utas explained that the only current expense was Matte Black. A motion was made to approve the financials, it was seconded and approved.

**5. New Business**

**a) DIEM at WestEdge**

Christensen informed the board that she received a call from the curators of DIEM asking permission to use the DIEM concept at WestEdge. The board discussed their options and the value of DIEM.

**b) New Board Member Nomination/Vote – Nick Rimedio**

Christensen nominated Nick Rimedio, General Manager at La Peer Hotel. Christensen stated that Rimedio was very engaged with the community and had great interest in participating in the WHDD. Christensen stated he would be a great addition to the board. Maribel Louie explained that the current bylaws allow members that do not pay into the assessment to join the board but that it did not reflect the best practices. Louie stated that in theory, the people who pay into the assessment should govern how the money is spent. Louie explained that Rimedio could have a non-voting role in the BID, therefore his ideas and engagement would still play a valuable role. A discussion ensued. A motion was made to vote Nick Rimedio onto the West Hollywood Design District Board, it was seconded and approved.

**6. City / VWH / Chamber Reports**

**City** – No report.

**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 Wednesday, July 19, 2017 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

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**Date**