

Advisory Board Meeting

Date/Time: Wednesday, July 6, 2016, 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 4:10pm
RECOMMENDATION: Receive and Approve Budget Updates and Revisions
- 4) BID MANAGEMENT PROCESS 4:20pm
Greg Harless, Rick Wright
- 5) NEW BUSINESS 4:35pm
 - a) *Vote:* New Advisory Board Members
(Ginna Christensen, Nick Ingate, Andrew Utas)
RECOMMENDATION: Discuss and vote to approve new members
- 6) UNFINISHED BUSINESS 4:45pm
 - a) PR Update
 - i) Food Blogger Event (June/July)
 - b) Update: Street Media Committee
 - c) EVENTS
 - i) WestEdge - 11/3-11/6
 - ii) DIEM – 11/11, Opening Party – 11/10, Film Screening 11/9
- 7) EXECUTIVE DIRECTOR REPORT 5:00pm
 - a) Partnerships
 - b) BID Restructure
 - c) New District Businesses Report/Decal Distribution Update
 - d) Website/Stats
- 8) CITY / VWH / CHAMBER REPORTS 5:10pm
Maribel Louie, Genevieve Morrill
- 9) BOARD MEMBER / PUBLIC COMMENTS 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: July 6, 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, May 4, 2016 at 4pm
Phyllis Morris, 655 N. Robertson Blvd, West Hollywood

Members present: Darren Gold, Jamie Adler, Karen Kuo, Marco Pelusi, Gary Trudell, Karen Harautuncian

Members absent: Robina Benson, Liz Solomon, Sara Sugarman-Brenner, Jaime Garcia, Dara Toulch, Stacie Hunt, Cary Mosier, Craig Susser, Tod Carson

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

WHDD Staff Present: Ryan Farber, Anne Van Gorp

Guests: Chris Classen (Christopher Street West)

1. Call to Order

Meeting called to order by Chair Darren Gold at 4:00pm.
The May 2016 agenda was posted.

2. Approval of Minutes and Agenda

A motion was made to approve the May 2016 Agenda and April 2016 minutes, it was seconded and approved.

3. Executive Committee Announcements

Darren announced that the next meeting will be the last in the space at Phyllis Morris as there will be renovations happening.

4. Approval of Financials

Darren stated that VWH has covered many items that were outstanding including A Street Affair and PR. Darren then said that standard operating expenses is all that remains until the end of the fiscal year.

A motion was made to approve financials for May 2016, it was seconded and approved.

5. Presentation

Chris Classen presented updates and programming for Pride 2016. He stated that Pride will be on the 10-12 of June. The event is largely unchanged from the previous year. He addressed a few concerns from the community that will be addressed shortly.

6. New Business

No new business

7. Unfinished Business:

a) FY 15/16 Annual Report & 16/17 Work Plan Update

Darren started off by reminding the Board of the structure of the organization. He explained that the City has given supplemental funding in the past 3 years, VWH gives a sponsorship and the contract is held by VWH. Darren then explained the breakdown of the budget for the

coming FY. He presented a positive view of the changes with the reorganization of VWH and how the WHDD fits into the mix.

b) PR Update

Darren stated that most of the PR from the previous month was from A Street Affair. He mentioned print coverage from LA Confidential and several online pieces. He also mentioned the Delta Airlines article about LA was released and two paragraphs were about the WHDD. He mentioned that the Food Blogger event is slated to happen in June.

c) Design on a Dime Update

This event is in a holding pattern

d) Street Media Committee Update: Karen Kuo

Karen stated that the previous meeting was cancelled.

e) City council Meeting Updates

Darren mentioned that there weren't any updates that affect the district. Genevieve that the minimum wage discussion will pick up again in July.

f) Events

i. A Street Af(fair) – 4/30

Darren spoke about the success and drama of A Street Affair. He spoke about the consistency of great visitors/shoppers/influencers. He mentioned that the vendors were very happy. Verve had its best sales day ever, companywide. Feedback from the community was tremendous and many mentioned that the event should happen more often. Anne mentioned that there were 13 Million media impressions surrounding the event.

ii. Maison & Objet LA Event

Darren mentioned that there are continuing conversations with Maison Objet and with the Miami Design District

iii. Creative Council – 5/17 or 5/18

Darren talked about the recent meeting with Frances and Mallery regarding DIEM and Creative Council. The event will happen on May 17 at Au Fudge.

iv. WestEdge – 11/3-11/6

Darren mentioned the WestEdge committee meeting that happened last month. Jamie heads up the WestEdge committee and she has reached out to all the participating businesses from last year, and they have all stated that they are interested in participating again.

v. DIEM- November 11, opening party November 10

Nothing new to report

vi. WHDD Supper Club

Darren stated that the committee continues to meet, but is in a holding pattern.

8. Executive Director Report

a) **Partnerships**

Ryan mentioned he will be focusing on the Banner Program for next year. Ryan spoke about his constant conversations with PR agencies about their possible client relationships and sponsorship. Ryan spoke about a meeting with PMK BNC regarding their client Samsung. He also mentioned that having Architectural Digest as the exclusive national media sponsor for DIEM should help acquire sponsors.

b) **BID Restructure**

Committee members include: Darren, Cary, Gary, Tod and Jamie. Darren mentioned that Visit West Hollywood will be paying for a study for the BID restructure.

c) **New District Businesses**

Anne stated that Catch is slated to open late summer. Lululemon will be coming to Melrose, Michael Aram will open on Beverly, Mar Salon also opened on Beverly and All Saints will open on Melrose.

d) **Website/Stats**

Anne mentioned that there were advertising buys made possible by VWH on TimeOut.com. She thanked Visit West Hollywood for their support. She mentioned that there were 2 Million social media impressions from #AStreetAffair. This was a huge success.

9. City / VWH / Chamber Reports

City – Maribel mentioned that City will be looking at the banner policy for Sunset Strip and if the WHDD policy needs to be looked at to let her know. She mentioned that the City will be looking at street media throughout the city and how it is managed overall. She then mentioned all of the dates to turn in and present the final annual report and work plan.

Chamber of Commerce – Genevieve mentioned a new program developed to benefit the design community in West Hollywood. She said that State of the City will celebrate Independent Businesses on June 23 at The London from 5-8pm.

10. Board Member/Community Comments

No Board Member comments or Community comments

Jamie adjourned the meeting. The next meeting is scheduled for Wednesday, June 1, 2016 at 4:00PM @ Phyllis Morris.

Signed for Approval

Darren Gold, Chair

Date

WEST HOLLYWOOD

DESIGN DISTRICT

THE WORKSHOP

Owner's Monthly Update

May 2016

PROGRAMMING

ONGOING

- Creative Council - May 31st at Au Fudge
- Food Blogger Event - June
 - Tour of district restaurants with exclusive offerings and experiences
 - Restaurants Involved/confirmed include:
 - Craigs
 - Gracias Madre
 - Cecconi's
 - Du Vin
 - E.P. & L.P
 - Potential Bloggers/Writers Include (but not limited to):
 - Krista Simmons (LAist/freelance), Joshua Laurie (Food GPS), Jenn Harris (LA Times), Lesley Balla (Zagat), Caroline Pardilla (Caroline on Crack)



PROGRAMMING

ONGOING

- Designer Camp
 - Designer Camp July 11-15
 - Fashion Styling July 18-22
 - Interior and Visual July 25-29
 - Press: Angeleno ‘Best Summer Camps’
- Westedge 11/3-11/6
- DIEM: 11/11/16
 - Architectural Digest as Media Partner
- Real Estate Networking Event
 - Journalists and Marketing personnel to be invited to a networking cocktail hour with the members of the West Hollywood Design District.
 - Goal is for journalists and marketers to leave with knowledge of the district to then incorporate into house listings and all communication
- West Hollywood Design District Supper Club
 - Dinner series within a showroom bringing together influencers in the design, fashion and beauty world to discuss topics presented to them.



PRESS RELEASES & COVERAGE (partial list)

- Instagram Takeovers (Completed & Upcoming)
 - Craig's Restaurant (12.2k followers)
 - Au Fudge (11.2k followers) - TBD
 - Chris Horan (30.1k followers) - TBD
- Press Coverage
 - Delta Sky Magazine (May issue)
 - Circulation n/a
 - Issue in all domestic flights



For the Design-Minded

The legacy of midcentury-modern architecture, informed by the city's light and natural surroundings, is where LA's design story truly begins. Tour the **Eames House** in the Pacific Palisades or visit the cantilevered **Stahl House** in Hollywood, made famous by Julius Shulman's 1960 black-and-white photograph of it. From there, make your way to the **West Hollywood Design District**.

"The West Hollywood Design District has deep roots in the design industry," notes Ryan Farber, executive director of WeHo. "In 1949, Charles Eames conceptualized the first Herman Miller showroom on the West Coast, and it's still open today—pioneers of the design industry followed Herman Miller, including Phyllis Morris, Pindler and Pindler and Kneeder-Fauchere to name a few." The addition of the three-building Cesar Pelli-designed **Pacific Design Center** further cemented the neighborhood's status as a design district, with nearly 100 showrooms calling the space home.