

Advisory Board Meeting

Date/Time: Wednesday, June 28th, 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 4:10pm
 - a) New board member nomination and VOTE – Nick Rimedia
 - b) DIEM at West Edge Discussion
- 5) UNFINISHED BUSINESS 4:25pm
 - a) Content Management Update – Matte Black
 - b) Website update – Jeff Morris, how can we fix our issues in the short run?
 - c) Update: BID Manager position
 - d) Renaming – The District / Branding Scheduling and next steps, logo review and vote
Presented by Josh Morgerman Symblaze
 - e) Recap and update on Coraggio Group strategy meetings
- 6) CITY / VWH / CHAMBER REPORTS 4:45pm
Maribel Louie, Tom Kiely, Genevieve Morrill
- 7) BOARD MEMBER / PUBLIC COMMENTS 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 June 28, 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, April 19, 2017 at 4pm
Pacific Design Center – 8687 Melrose Ave. Suite M60
West Hollywood

Members Present: Ginna Christensen, Nick Ingate, Cary Mosier, Marco Pelusi, Andrew Utas

Members Absent: Gary Trudell, Craig Susser

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

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

Staff Present: Maribel Munoz

1. Call to Order

Meeting called to order by Chair Ginna Christensen at 4:09pm. Christensen stated that the April 2017 agenda was posted.

2. Approval of Minutes and Agenda

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

3. 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 \$5,000 had been received for the banners and there were no major expenses. A motion was made to approve the financials, it was seconded and approved.

4. Updates on Content Creation & BID Manager Position

Christensen informed the board that she had a contract ready for Tom Kiely to hire Matte Black as the BIDs PR agency. Christensen updated the board on the BID Manager Position. She stated that the job description had been posted on different websites and two interviews were scheduled for next week. A discussion ensued in regards to the clarity of the job description.

5. FY 17/18 Budget Review

Nick Ingate reviewed the proposed 17/18 budget with the board. Ingate reviewed all the categories and explained how the money would be allocated. Ingate informed the board that VWH would still assist with the Symblaze and Coraggio costs. Ingate explained that there was some flexibility with reallocating the money but the total budget would still remain \$110,850. A discussion ensued. A motion was made to approve the 17/18 budget, it was seconded and approved.

6. City / VWH / Chamber Reports

City – No report.

Visit West Hollywood – No report.

Chamber of Commerce – Genevieve Morrill informed the board that Tom Kiely had already signed the contract with the WHCC to sell banner sponsorship. Morrill stated that she had already started to receive interest in the banners. Morrill informed the board that the next steps were to create a target list, review pricing as well as determine the proper messaging. A discussion ensued.

7. Board Member/Community Comments

Morrill reminded the board of the upcoming WHCC's annual State of the City event scheduled for June 22nd at The James.

Christensen adjourned the meeting. The next meeting is scheduled for Wednesday, May 17, 2017 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

Date