

# Special Meeting

Date/Time: Wednesday, March 15, 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) EXECUTIVE DIRECTOR REPORT 4:10pm
  - a) Banner Sales Initiative
  - b) New Hire Initiative
  - c) 2017-2018 budget review
  - d) BID restructure and Rebrand
- 5) CITY / VWH / CHAMBER REPORTS 5:00pm  
Maribel Louie, Tom Kiely, Genevieve Morrill
  - a) Weho Park Phase II Update
- 6) BOARD MEMBER / PUBLIC COMMENTS 5:20pm
- 7) 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 March 15, 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, January 18, 2017 at 4pm**  
**Pacific Design Center – 8687 Melrose Ave. Suite M60**  
**West Hollywood**

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

Members absent: Jaime Garcia, Cary Mosier, Elizabeth Solomon, Dara Toulch

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

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

Staff Present: Tom Kiely, Maribel Munoz

Guests: Josh Morgerman (Symblaze), Jaime Rummerfield (SIA Projects), Elizabeth Webbelmen (Elizabeth Eakins), Ron Woodson (SIA Projects)

**1. Call to Order**

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

**2. Approval of Minutes and Agenda**

A motion was made to approve the January 2017 agenda and the December 2016 minutes, it was seconded and approved.

**3. Current Financials**

Andrew Utas reviewed the current financials with the board. Utas informed the board that even after receiving the assessment funds from the city the BID had gone negative due to DIEM expenses. Utas stated that the current chart projected no future loss, indicating that any additional assessment of fundraising moneys collected would be available for use. A discussion ensued in regards to the future of the BID. A motion was made to approve the financials, it was seconded and approved.

**4. New Business**

**a) Ryan's Succession Plan**

The board continued the discussion in regards to the future of the BID and brainstormed ideas to perfect the current model. Maribel Louie discussed various strategies that had been implemented in the past to help the BID succeed. Tom Kiely informed the board that all emails sent to the WHDD were being redirected to Christensen and voicemails were being checked daily.

**b) New Board Member Nominations**

Christensen nominated Nick Remedio, manager of the Kimpton, La Peer. Christensen stated that Remedio was very excited to join the board and be involved with the community. Christensen also nominated Elizabeth Webbelmen from the Elizabeth Eakins Showroom.

5. **Unfinished Business:**

a) **Rebrand update with Symblaze**

Josh Morgerman from Symblaze updated the board of the rebrand process. Morgerman stated that after collecting all the information, Symblaze presented 9 epiphanies. Morgerman explained that epiphanies were suggestions on what needed attention or change in direction in regards to the brand. Morgerman stated the next step was to map out the strategy and action plan. A discussion ensued.

b) **Welcome/Outreach Project**

Christensen stated she had been talking to the community to receive feedback. Gary Trudell and Marco Pelusi volunteered to reach out and meet all the new businesses coming into the WHDD.

c) **Content Lab Concept / Job Listing**

No Report

d) **WestEdge and DIEM Deliverables**

No Report

6. **Executive Director Report**

a) **Partnerships**

Christensen stated they would pursue the conversation with the Beverly Center in regards to sponsorship.

b) **BID Restructure & Added Services**

Louie reminded the board about the BID establishment proceeding that would have to be presented to city council in June. Louie recommended that the board focus on strengthening the bond with the WHDD community and suggested creating some type of welcome/outreach program. A discussion ensued.

7. **City / VWH / Chamber Reports**

City – No report.

Visit West Hollywood – No report.

Chamber of Commerce – No report.

8. **Board Member/Community Comments**

SIA Project – Jaime Rummerfield briefly discussed the Save Iconic Architecture Project. Rummerfield informed the board that their goal was to save and preserve historical and cultural structures. Rummerfield stated that the Herman Miller storefront in the WHDD was being threatened to be torn down. Rummerfield explained the process on landmarking properties. A discussion ensued.

Christensen adjourned the meeting. The next meeting is scheduled for Wednesday, March 15, 2017 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

---

**Date**