

West Hollywood Design District Advisory Board Meeting
Date/Time: Wednesday March 21, 2018, at 4:00 pm
Location: La Peer Hotel, 627 N. La Peer Dr.
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

- 3) CURRENT FINANCIALS 4:07pm

- 4) New Business 4:10pm
 - a) BID Manager Update Report
 - b) Arts Initiative Update – Gary Trudell, Gulla Jonsdottir
 - c) Annual Plan and Budget Discussion
 - d) Chamber of Commerce Expense Vote

- 5) UNFINISHED BUSINESS 4:20pm
 - a) Content Management Update – Matte Black
 - b) Street Pole Banner Update – Ben Reiss
 - c) Board Retreat Update

- 6) EXTERNAL PARTNER REPORTS 4:30pm
 - a) City of West Hollywood
 - b) Visit West Hollywood
 - c) West Hollywood Chamber of Commerce

- 7) BOARD MEMBER COMMENTS 4:50PM

- 8) PUBLIC COMMENTS 4:55PM

- 9) ADJOURMENT 5:00PM

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 21, 2018

Signature: _____
Office of the City Clerk
8687 Melrose Avenue, Suite M60; West Hollywood, CA 90069; Tel. 310.289.2534; Fax 310.289.2529

Members Present: Caitling Griffing, Nick Ingate, Darci MacNab, Cary Mosier, Marco Pelusi, Nick Rimedio, Liz Solomon, Craig Susser, Gary Trudell, Honorary Honorary Board Member Genevieve Morrill

Members Absent: Honorary Board Member Maribel Louie

Staff Present: Tom Kiely, Maribel Munoz, Ben Reiss

Guests: Brant Birkeland (City of West Hollywood), Andrew Campbell (City of West Hollywood), Rebecca Ehemann (City of West Hollywood), Gulla Jonsdottir, Tracy Paaso (West Hollywood Chamber of Commerce) Jackie Rocco (City of West Hollywood), Greg Stuart (Harmony Solutions)

1. **Call to Order**

Meeting called to order by Chair Nick Ingate at 4:00pm.
Ingate stated that the February 2018 agenda was posted.

2. **Approval of Minutes and Agenda**

A motion was made to approve the February 2018 agenda and the January 2017 minutes, it was seconded and approved.

3. **Current Financials**

Ingate presented the financials to the board. The board briefly discussed the current financials. A motion was made to approve the January 2018 financials, it was seconded and approved.

4. **New Business**

a) **BID Manager Update Report**

Ben Reiss thanked Nick Rimedio for hosting the WHDD board meeting at the La Peer Hotel. Reiss updated the board of new business openings in the WHDD. Reiss informed the board of the brokers roundtable meeting scheduled for March 6th at the La Peer Hotel. Reiss stated that he had met with California Home & Design who would play an integral part in future events and create outward community engagement initiatives. Reiss stated that in four weeks the demolition in the Melrose Triangle would begin and would affect the westbound portion of Melrose Ave. A discussion ensued in regards to groundbreaking projects like the Melrose Triangle. The board stated the importance of keeping an open communication and updating businesses on the progress of the project.

b) **Vice Chair Election – Nomination Subcommittee**

Ingate politely asked Nick Rimedio to leave the room in order for the board to discuss his nomination for Vice Chair. Ingate made a motion to vote Nick Rimedio as Vice Chair for a twelve-month term, it was seconded and approved.

c) **Board Retreat Discussion – Greg Stuart**

Ingate introduced Greg Stuart from Harmony Solutions and explained that Stuart would guide the WHDD board through their board retreat. Ingate explained that the purpose of the board retreat

was to help with the vision and brand strategy of the organization for the next two to three years. Stuart introduced himself to the board and explained he had worked with WHDD in the past and other various organization in West Hollywood. Stuart explained the process to the board. A discussion ensued.

d) WeHo Arts Partnership – Andrew Campbell & Rebecca Ehemann

Reiss introduced Andrew Campbell and Rebecca Ehemann from WeHo Arts. Campbell informed the board that the City's Arts Division had just completed their strategic plan. Campbell explained that the focus was on five principals which included: space, engagement, support, visibility and experimentation. Ehemann informed the board that the Arts Division had just finished a long-term community outreach cultural planning process. Ehemann explained that art project applications are reviewed twice a year. Ehemann stated that in January three projects were approved. Ehemann reviewed the projects with the board. A discussion ensued. Ehemann distributed the WeHo Muralist Roster and briefly explained the process.

5. Unfinished Business

a) Content Management Update

Reiss informed the board that Matte Black was currently working on a month to month basis. Reiss stated that he would soon be scheduling a meeting to have Matte Black meet with the marketing team at VWH in order for everyone to be on the same page and further discuss the scope of work. Reiss reviewed the Matte Black report with the board. Reiss explained that it was worth considering hiring a social media agency to handle the WHDD social media platforms since Matte Black's purview is content creation and not social media management. A short discussion ensued.

b) Street Pole Banner Update

Reiss informed the board that a new flight of creative was submitted by Weedmaps but it was not approved by the city. Reiss stated that Weedmaps was no longer interested in submitting any new creative. Reiss stated that Weedmaps was open to have the creative modified. Reiss stated he was working with a designer to have the metrics modified. The board discussed the possibility of creating a concise guideline for future sponsors.

c) New Member Vote – Gulla Jonsdottir

Rimedio introduced Gulla Jonsdottir to the board. Rimedio explained that Jonsdottir had designed the La Peer Hotel and stated that she had been in the community for years. Jonsdottir introduced herself and gave a brief description of her background. Jonsdottir expressed her desire to join the WHDD board. Cary Mosier made a motion to vote Gulla Jonsdottir onto the WHDD board, it was seconded and approved.

6. External Partner Reports

a) City of West Hollywood

Jackie Rocco updated the board on the homeless initiative. Rocco stated that the City would be sending out contact information and ways to help with the homeless initiative to businesses. Rocco informed the board that a new coffee shop would be moving into

the space below the library. Rocco reminded the board of the upcoming brokers roundtable meeting scheduled for March 6th.

b) Visit West Hollywood

Tom Kiely informed the board of the upcoming sales mission trips to the UK and Australia.

c) West Hollywood Chamber of Commerce

Genevieve Morrill introduced Tracy Paaso, Director of Membership & Events. Morrill updated the board on legislatures that the WHCC was currently working on. Morrill informed the board of the upcoming Leadership Council Meeting scheduled for March 22 to review the new entertainment district with the stadium, new home of the Los Angeles Chargers & Rams. Morrill reminded the board of the ribbon cutting ceremony for the new La Peer Hotel scheduled for February 27th. Morrill reminded the board to save the date for the Women in Leadership Awards scheduled for March 28th.

7. Board Member

None

8. Public Comments

None

Ingate adjourned the meeting at 5:28pm. The next meeting is scheduled for Wednesday, February 21, 2018 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.