

Advisory Board Meeting

Date/Time: Wednesday, November 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 4:07pm

RECOMMENDATION: Receive and Approve Current Financials

- 4) New Business 4:10pm
 - a) BID Manager Update Report
 - b) Programming and Event Discussion
 - c) BID Safety and Cleaning Discussion

- 5) UNFINISHED BUSINESS 4:20pm
 - a) Content Management Update – Matte Black
 - b) SMBLZ Logo Update – Nick Ingate
 - c) New Member Votes – Caitlin Griffin and Darci MacNab

- 6) CITY / VWH / CHAMBER REPORTS 4:30pm

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 November 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, October 18, 2017 at 4pm
Pacific Design Center – 8687 Melrose Ave. Suite M60
West Hollywood

Members Present: Ginna Christensen, Cary Mosier, Marco Pelusi, Nick Rimedio, Craig Susser, Gary Trudell

Members Absent: Nick Ingate, Linda Mossessian

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

Staff Present: Tom Kiely, Maribel Munoz, Ben Reiss

Guests: Caitlin Griffin (Rose Tarlow)

1. Call to Order

Meeting called to order by Chair Ginna Christensen at 4:11pm. Christensen stated that the October 2017 agenda was posted.

2. Approval of Minutes and Agenda

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

3. Current Financials

Christensen presented the financials to the board. A motion was made to approve the financials, it was seconded and approved.

4. New Business

a) BID Manager Update Report

Ben Reiss informed the board that he was continuing to meet with BID businesses. Reiss updated the board on the progress of collecting contact information for the database. The board discussed the best way to accumulate the data. Reiss informed the board that starting December 1st the light pole banners in the WHDD would not be available since the city would be using them for the Weho Arts Holiday Campaign. Reiss informed the board on weedmaps media interest in the WHDD banners. They agreed to the idea and asked for a banner design. A discussion ensued.

b) Programming Discussion

Reiss stated that having monthly mixers after board meetings would be a great idea to create momentum around the WHDD and the board agreed. Nick Rimedio informed the board that on November 15th there would be a preview event for the La Peer Hotel and asked if the WHDD would like to collaborate. The board agreed to collaborate with the La Peer preview event on November 15th. Christensen stated that an event calendar needed to be created for next year. Reiss stated that the goal was to have 4 events per year. The board discussed the DIEM event and questioned whether to continue hosting the event. Christensen informed the board that she was communicating with LCDQ in regards to creating a partnership.

c) Vacant Retail Space Discussion

Reiss informed the board that he met with 260 Sample Sale, a pop up company, that has been in business for 20 years. Reiss stated that the company was currently located in Beverly Hills but that they have great interest in moving to West Hollywood. Reiss explained that pop up businesses would be great to occupy vacant retail space to increase foot traffic.

d) BID Safety and Cleaning Discussion

Reiss informed the board that the city will proactively be cleaning sidewalks every month and would be covering the costs as well.

5. Unfinished Business

a) Content Management Update – Matte Black

Reiss gave a brief update on the website analytics. Christensen informed the board that she had been receiving great feedback from the blogs that Matte Black was producing.

b) SMBLZ Logo Update

Christensen stated that the WHDD would like to continue working with Symblaze since so much work had already been done.

c) WestEdge and the Design District Update

Reiss informed the board that WestEdge was happening this week and the DIEM Programming was scheduled for October 20th.

6. City / VWH / Chamber Reports

City – No report.

Visit West Hollywood - Tom Kiely informed the board that on October 16th, VWH held an agency pitch and met with 3 marketing agencies. Kiely stated that the marketing heads from Visit CA and LA Tourism participated in this meeting. Kiely informed the board that members from the hotel community and both Chairs and Vice Chairs from both BIDs were invited as well. Kiely stated that a final decision would soon be made and both BIDs would be informed.

Chamber of Commerce – No report.

7. Board Member/Community Comments

None

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

Signed for Approval

Date