

# Advisory Board Meeting

Date/Time: Wednesday, October 19, 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 4:05pm  
RECOMMENDATION: Receive and Approve Current Financials
- 4) NEW BUSINESS 4:10pm
  - a) WHDD Studio Project  
RECOMMENDATION: Discuss and form new committee
- 5) UNFINISHED BUSINESS 4:25pm
  - a) PR Update (Business stories, Instagram Library etc.)
  - b) Update: Street Media Committee
  - c) EVENTS
    - i) WestEdge - 11/3-11/6
    - ii) DIEM – 11/11, Opening Party – 11/10
- 6) EXECUTIVE DIRECTOR REPORT 4:50pm
  - a) Partnerships
  - b) BID Restructure
  - c) New District Businesses Report
  - d) Website/Stats – Include new Job Listings section to website
- 7) CITY / VWH / CHAMBER REPORTS 5:15pm  
Maribel Louie, Genevieve Morrill
- 8) BOARD MEMBER / PUBLIC COMMENTS 5:20pm
- 9) 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 October 19, 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, September 21, 2016 at 4pm**  
**Pacific Design Center – 8687 Melrose Ave. Suite M60**  
**West Hollywood**

Members present: Nick Ingate, Cary Mossier, Marco Pelusi, Elizabeth Solomon, Craig Susser, Dara Toulch, Gary Trudell, Andrew Utas

Members absent: Robina Benson, Gina Christensen, Jaime Garcia

Honorary Members Present: Genevieve Morrill (Chamber of Commerce)

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

Staff Present: Ryan Farber, Maribel Munoz

Guests: Emily Bernstein (The Workshop)

**1. Call to Order**

Meeting called to order by Ryan Farber at 4:04pm. Farber stated that the September 2016 agenda was posted.

**2. Approval of Minutes and Agenda**

A motion was made to approve the September 2016 agenda and the August minutes, it was seconded and approved.

**3. Current Financials**

Andrew Utas reviewed the current financials with the board. Utas informed the board that the BID had received the first installment of the BID assessment. Utas stated that there was not much to report since they had only incurred DIEM and fixed expenses. A motion was made to approve the financials, it was seconded and approved.

**4. New Business**

None

**5. Unfinished Business:**

**a) PR Update (Business stories, Instagram Library etc.)**

Emily Bernstein informed the board that Infatuation LA did a whole feature of culinary destinations in the WHDD. Bernstein informed the board that California Home & Design was doing multi-spread page feature on the WHDD. Bernstein stated that The Workshop was now managing Instagram takeovers and would have digital influencers posting twice a month. Bernstein informed the board that a comprehensive Q4 marketing and PR strategy plan was being worked on and would be presented in the next board meeting. A discussion ensued.

**b) Update: Street Media Committee**

None

**c) Events**

**i. WestEdge – 11/3 – 11/6**

Farber stated that 11 business would be participating this year at WestEdge and César Giraldo will be designing the space. Farber stated that Giraldo brought in Cosentino who will custom make walls and floors and every business will be branded better. Farber stated the opening party will be held November 3<sup>rd</sup> and invited the board.

**ii. DIEM – 11/11, Opening Party – 11/10, Film Screening 11/9**

Farber reminded the board that DIEM was scheduled for November 11<sup>th</sup> and the Opening Party was being held at Minotti on November 10<sup>th</sup>. Amy Astley, Editor in Chief of AD, would host the opening party and it will be her first west coast appearance. Farber announced the theme for DIEM was Co-Everything, which would discuss collectives and co-working environments.

**6. Executive Director Report**

**a) Partnerships**

Farber informed the board of the upcoming meeting with the Beverly Center to discuss partnership of the banners and possibly DIEM. Farber stated Cosentino was coming in as a lite sponsor for WestEdge but have assured a bigger partnership for next year. Farber informed the board of other small partnership meetings he had scheduled.

**b) BID Restructure**

Farber informed the board that Maribel Louie would be leading the BID Restructure along with the WHDD. Farber stated that Louie was confident to lead the BID restructure and once the legal aspect needed to be incorporated, a consultant could be hired. Farber stated the goal was to complete the BID restructure during this fiscal year.

**c) New District Businesses Report**

Farber stated that Catch would officially open on September 27<sup>th</sup> and discussed a few other businesses that were coming into the WHDD. Gary Trudell committed to visit and welcome the new businesses on behalf of the WHDD.

**d) Website/Stats**

Farber informed the board that a new format to review website/stats would be implemented at the next meeting. Farber announced that Tom Kiely had been selected as the new CEO of VWH and would start on October 17<sup>th</sup>. Farber informed the board that the WHDD website would be relaunched.

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

City – None

**Chamber of Commerce** – Genevieve Morrill informed the board that this year the City was going to provide the Chamber with resources to help focus on the homelessness issue as well forming a small business initiative. Morrill invited the board to attend the taskforce, which would focus on special events and how they impact the small business community. Morrill informed the board of the upcoming Creative Business Awards to held on November 16<sup>th</sup> honoring Craig Susser. Morrill stated that the location was yet to be determined and would update the board. Morrill stated that the Chamber was launching two new programs: 1. Creative Meetings and Events Resource Guide 2. Building and Design Resource Guide.

**8. Board Member/Community Comments**

None

Farber adjourned the meeting. The next meeting is scheduled for Wednesday, November 16, 2016 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

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**Date**

# WEST HOLLYWOOD

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# DESIGN DISTRICT

THE WORKSHOP

Owner's Monthly Update

September 2016

# PROGRAMMING

## ONGOING

- Westedge 11/3-11/6 - Cezare Geraldo
  - Luxe Partnership
    - Advertorial Designed
    - Eblast to deploy w/o 10/17
    - Instagram Takeover with Luxe 10/20
  - Dering Hall Collaboration
  - Coshame UK Publication Q&A with Cesar
  - Designer Crush Solidified for Cesar with California Home & Design
  - Westedge Instagram Takeover 10/4 Confirmed
- DIEM: 11/11/16
  - Architectural Digest as Media Partner
    - List provided to WHDD for influencer invites to opening party
  - Regional Coverage Pitched
    - In Book Calendar Listing Confirmed for
      - Angeleno
      - Where LA
      - Interiors
  - Marketing
    - Instagram Takeovers Queued up with: Heather Taylor Home, PleaseDoNotEnter, Eric Buterbaugh

**luxe.**  
interiors + design

**ca**  
CALIFORNIAHOME+DESIGN



# PRESS RELEASES & COVERAGE (partial list)

- Instagram Takeovers (Completed & Upcoming)
  - Joey Maalouf (The Glam App) - September 15th
  - Facile Skin - October 13th (postponed until November)
  - Luxe Magazine - October 15th
  - Infatuation
  - Eric Buterbaugh
- Media Visits
  - InStyle: Angela Salazar
  - Jessica Kantor: Glamour
- Upcoming Visits:
  - Ginna To Miami
    - Miami Design District
    - California Home & Design
- Upcoming Press Opportunities
  - West Hollywood Magazine Culinary Feature

