

Advisory Board Meeting

Date/Time: Wednesday, October 18th 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 Discussion
 - c) Vacant Retail Space Discussion
 - d) BID Safety and Cleaning Discussion
 - e) Upcoming Events

- 5) UNFINISHED BUSINESS 4:20pm
 - a) Content Management Update – Matte Black
 - b) SMLZ Logo Update
 - c) West Edge and the Design District Update
 - d) PDC Donation Update
 - e) New Member Agreement Resolution

- 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 October 18, 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, September 20, 2017 at 4pm
Pacific Design Center – 8687 Melrose Ave. Suite M60
West Hollywood

Members Present: Ginna Christensen, Nick Ingate, Linda Mossessian, Marco Pelusi, Nick Rimedio, Craig Susser, Gary Trudell

Members Absent: Cary Mosier, Andrew Utas

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

Staff Present: Tom Kiely, Maribel Munoz, Ben Reiss

1. Call to Order

Meeting called to order by Chair Ginna Christensen at 4:02pm. Christensen stated that the September 2017 agenda was posted.

2. Approval of Minutes and Agenda

A motion was made to approve the September 2017 agenda and the August 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 the DIEM programming for WestEdge was scheduled for October 20th. Reiss stated that WestEdge had worked with Matte Black on creating content for newsletters, website blogs and social media posts. Christensen stated that it would be a good idea to collaborate with a designer and participate in WestEdge next year. Reiss updated the board on a few sponsor prospects for the light pole banners. A discussion ensued. Reiss stated that he was looking into Info USA to obtain a data source in order to update the directory for both the WHDD and SSBID.

b) Mural Initiative

Louie informed the board that the Mural Initiative policy required art on construction fences for projects that exceed 10,000 square feet. Louie explained the difference between art and advertising. A discussion ensued. The board discussed how WHDD artists could partner up with the commercial property owners to create the art which would be a great marketing opportunity.

c) “Friends of the Design District” Initiative

Reiss informed the board that he has been receiving many inquiries from design areas and neighboring industries on how to get involved with the WHDD since they are not paying into the BID. The board discussed ideas on creating some sort of program that would allow partnerships with outside businesses.

d) Programming Discussion

The board discussed the possibility of hosting a Halloween after party. The board agreed it was too short of notice to plan an event this year but it was a good idea to consider for next year. Louie suggested to partner up with other locations that may already be hosting some sort of event.

e) Vacant Retail Space Discussion

Christensen questioned how the WHDD could get involved in regards to all the vacant retail spaces. The board discussed the possibility of connecting with property owners and creating some sort of pop up initiative to fill the vacant spaces.

f) Upcoming Events

Reiss informed the board of upcoming events: October 5th- Fall Market at the PDC, October 20th – DIEM Programming at WestEdge and November 16th – Creative City Awards.

5. Unfinished Business

a) Content Management Update – Matte Black

No Report

b) SMBLZ Logo Update

Tom Kiely informed the board that Jeff Morris had created a creative brief that had been sent out to 9 agencies and received proposals. Kiely stated they had reviewed all the proposals and had narrowed it down to 3 or 4. Kiely informed the board that they could either move forward with Symblaze or wait and work with the new agency. The board decided to move forward with Symblaze and ask for other options and if that did not work then they would decide to move a different direction.

c) New Member Agreement Resolution

Reiss suggested creating a document that formalizes what is expected from all board members. The board agreed.

6. City / VWH / Chamber Reports

City – No report.

Visit West Hollywood – No report.

Chamber of Commerce – Genevieve Morrill informed the board about Shop Small Saturday. Morrill stated that this partnership was with AMEX, the City of Weho and VWH. Morrill stated that AMEX only chooses 6 cities to partner with and this year they chose West Hollywood. Morrill informed the board that Shop Small Saturday would start on November 24th and run through World AIDS Day.

7. Board Member/Community Comments

Marco Pelusi suggested the board to buy a table at the Creative City Awards.

Christensen adjourned the meeting. The next meeting is scheduled for Wednesday, October 18, 2017 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

Date