

Advisory Board Meeting

Date/Time: Wednesday, September 20th 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) Mural Initiative
 - c) "Friends of the Design District" Initiative
 - d) Programming Discussion
 - e) Vacant Retail Space Discussion
 - f) Upcoming Events

- 5) UNFINISHED BUSINESS 4:20pm
 - a) Content Management Update – Matte Black
 - b) SMLBLZ Logo Update
 - c) West Edge and the Design District update
 - d) 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 September 20, 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, August 16, 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

Members Absent: Nick Ingate, Gary Trudell, Andrew Utas

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

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

Staff Present: Maribel Munoz, Ben Reiss

Also Present: Chelsea Matthews (Matte Black)

1. Call to Order

Meeting called to order by Chair Ginna Christensen at 4:13pm.
Christensen stated that the August 2017 agenda was posted.

2. Approval of Minutes and Agenda

A motion was made to approve the August 2017 agenda and the July 2017 minutes, it was seconded and approved

3. Current Financials

Christensen informed the board that a replacement for Treasurer, Andrew Utas, had to be found. Christensen stated that Utas' business had left the WHDD therefore he would be stepping down from his position. Christensen reviewed the current financials with the board. Christensen explained that the assessment from the city had been received in July. A motion was made to approve the financials, it was seconded and approved.

4. New Business

a) BID Manager Update Report/Programming

Ben Reiss stated that he had been busy meeting the community and informing them of all the benefits they receive from being a part of the BID. Reiss informed the board that he was working on planning mixers in order to engage the community. Reiss stated that he was working closely with Chelsea Matthews from Matte Black in terms of reviewing all the content. Reiss informed the board of his future planned programming. A discussion ensued. Reiss informed the board that the West Hollywood Chamber of Commerce had relinquished their role in selling the banners. Reiss stated he would be taking the lead in selling banners. A discussion ensued.

b) New Member Agreement Discussion

Christensen stated she would like to start growing the WHDD board. Christensen stated that the WHDD board needed passionate

people that wanted to be involved with the community. Christensen stated some sort of agreement had to be created which listed the requirements.

c) Vote: Linda Mossessian to join the WHDD Board

Christensen informed the board that Linda Mossessian from Michael Aram was interested in being more involved with the WHDD. Christensen stated that Mossessian would be a great addition to the board. A motion was made to approve Linda Mossessian's nomination to join the WHDD board, it was seconded and approved.

d) Viyet Partnership

Christensen informed the board of a possible partnership with Viyet. She explained that Viyet is an online marketplace that lists high end items from showrooms and they produce content as well.

Christensen distributed examples of a story they created and stated they wanted to do something similar for the WHDD. Chelsea Matthews recommended holding off this partnership until the brand refresh was completed.

5. Unfinished Business

a) Content Management Update – Matte Black

Matthews informed the board that a proposed content calendar from September through November had been sent for approval. She stated that the next shoot was currently being planned and shot lists were being internally reviewed.

b) Renaming – The District/WEHO: Review Survey Results

Reiss shared the survey results with the board. Reiss stated that the consensus of the survey was not to change the name of the WHDD. Reiss stated that community members felt the West Hollywood Design District name already had credibility. Board members agreed to keep the current name and focus on refreshing the brand instead. A discussion ensued. The board discussed the urgency of having a new logo and having the website completed by December 1st.

c) DIEM at WestEdge Discussion Update

Christensen informed the board that WestEdge was happening in October. Christensen stated that WestEdge had reached out to inform her that Mallery and Frances were curating content for the event and wanted to use the name DIEM. Christensen stated the board had submitted a list of criteria to WestEdge in order to use the DIEM name and they agreed.

d) WestEdge and the Design District Update

Christensen stated that the WHDD has had a booth at WestEdge for the past 2 years. Reiss stated he had to review the agreement with Christensen and decide how to move forward from there.

6. City / VWH / Chamber Reports

City – No report.

Visit West Hollywood – No report.

Chamber of Commerce – No report.

7. **Board Member/Community Comments**

None

Christensen adjourned the meeting. The next meeting is scheduled for Wednesday, September 20, 2017 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

_____ _____
Date