

Advisory Board Meeting

Date/Time: Wednesday, September 21, 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
No new business
- 5) UNFINISHED BUSINESS 4:10pm
 - 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
 - a) Partnerships
 - b) BID Restructure
 - c) New District Businesses Report
 - d) Website/Stats
- 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 September 21, 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, August 17, 2016 at 4pm
Pacific Design Center – 8687 Melrose Ave. Suite M60
West Hollywood

Members present: Robina Benson, Gina Christensen, Nick Ingate, Elizabeth Solomon, Gary Trudell, Andrew Utas

Members absent: Dara Toulch, Jaime Garcia, Cary Mossier, Marco Pelusi, Craig Susser

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

Staff Present: Ryan Farber, Maribel Munoz

Guests: Darren Embry (Faring Capital)

1. **Call to Order**

Meeting called to order by Chair Gina Christensen at 4:03pm.

Christensen stated that the August 2016 agenda was posted.

2. **Approval of Minutes and Agenda**

A motion was made to approve the August 17, 2016 agenda and the July 20, 2016 minutes, it was seconded and approved.

3. **Current Financials**

Farber stated that the current financials were not ready for this meeting.

Andrew Utas stated that after meeting with Rick Wright he created a chart to track all planned expenses, income and additional income. Utas updated the board that the WHDD did not have any additional expenses except operational expenses which was covered by VWH until WHDD received the assessment money.

4. **New Business**

None

5. **Unfinished Business:**

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

Farber informed the board of the monthly PR report provided by the Workshop. Farber stated that Designer Camp had been a great success and had acquired great coverage. Farber informed the board of the upcoming Instagram Takeovers and upcoming media visits.

b) **Update: Street Media Committee**

Farber informed the board that Karen Kuo represented the WHDD in the Street Media Committee before she resigned. Farber explained that the Street Media Committee is a working group that discusses the cohesiveness of the city's signage. Maribel Louie gave a detailed overview of the process. Farber stated the importance of the WHDD's participation, Christensen volunteered to participate and represent the WHDD at the Street Media Committee.

c) Events

i. WestEdge – 11/3 – 11/6

Farber announced the designer for WestEdge was César Giraldo. Farber informed the board that he had received a list of about 20 businesses that Giraldo would like to target and stated that he already had received a few commitments from these businesses. Farber stated that Giraldo was bringing in a potential sponsor as well. Farber informed the board that he was confident in acquiring at least 9 businesses to participate which would secure the 200 sq ft but if 12-14 businesses participated then 400 sq ft could be purchased therefore having a greater presence. Farber announced that Dering Hall had committed to do an editorial. A discussion ensued.

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

Farber stated that as of now the Film Screening was not a priority because of funding issues. The board suggested making it a revenue event and link it to a charity, a discussion ensued. Farber stated that the opening party was scheduled for November 10th at Minotti and that Architectural Digest had just confirmed Amy Astley, Editor in Chief, would host the party and it will be her first west coast appearance. Farber informed the board that AD would be handling all the details in regards to the opening party. A discussion ensued. Farber stated that this year DIEM would start on Beverly and end on Melrose and had acquired verbal commitments from various businesses for participation. Farber announced that the closing talk and party would be hosted in DWR. A discussion ensued.

6. Executive Director Report

a) Partnerships

Farber informed the board on his upcoming scheduled meetings and the meetings he is planning on scheduling to discuss sponsorship/advertisement. Farber informed there would be more to report next month. A discussion ensued.

b) BID Restructure

No Report

c) New District Businesses Report

Farber informed the board of new businesses coming into the design district: Dean & DeLuca, Lululemon, and AllSaints. Farber stated he had taken a hard hat tour of Catch and was really impressed. A discussion ensued in regards on reforming the welcoming committee.

d) Website/Stats

Farber reviewed the current year to date website and social media data with the board.

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

City – Maribel Louie introduced herself to the board. Louie stated that the city was going through a structural reorganization and she currently oversaw both the Business Development and the Arts Division. Louie gave a brief update on both divisions. Louie stated she was very excited about the future of the department.

Chamber of Commerce – Genevieve Morrill apologized for her late arrival. Morrill expressed her excitement to be working with the new board. Morrill updated the board on the recent issues occurring with the chamber of commerce.

8. **Board Member/Community Comments**

Darren Embry from Faring Capitol stated he would be around more often. Embry gave the board an update on the Robertson Lane Project.

Christensen adjourned the meeting. The next meeting is scheduled for Wednesday, September 21, 2016 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

Date

WEST HOLLYWOOD

DESIGN DISTRICT

THE WORKSHOP

Owner's Monthly Update

August 2016

PROGRAMMING

ONGOING

- Westedge 11/3-11/6 - Cezare Geraldo
 - Luxe Partnership
 - Luxe Instagram Takeover
 - Luxe Eblast to Regional Database
 - Dering Hall Collaboration
- DIEM: 11/11/16
 - Architectural Digest as Media Partner
 - Potential Regional Exclusive with Angeleno
 - Calendar Listing Confirmed for Winter Issue

luxe.
interiors + design

DERING HALL

ARCHITECTURAL DIGEST

PRESS RELEASES & COVERAGE (partial list)

- Instagram Takeovers (Completed & Upcoming)
 - Au Fudge (11.2k followers) - August 9th
 - Joey Maalouf (The Glam App) - September 15th
 - Craigs
- Media Visits
 - Luxe Magazine
 - Miami Visits/Ginna
 - Jessica Acosto Rubio
 - Jonathan Gonzalez
 - Cultured Magazine
 - Brant Cox - Infatuation LA
- Upcoming Media Visit
 - InStyle: Angela Salazar

Publication	Headline	Journalist	Strategy	Date	Impressions/UV M	CaV	Businesses Mentioned	Medium (&Link)
Infatuation LA	Where To Eat in the West Hollywood Design District	Brant Cox	Specific Pitch	8/31/16	(UVM: 381,900)	na	Craigs, Verve Coffee, La Relais D Le'Entrecote, Alfred Coffee, Cecconis, Zinque, Gracias Madre,	https://www.theinfatuation.com/los-angeles/guides/where-to-eat-and-drink-in-the-west-hollywood-design-district