

Board of Directors Meeting

Date/Time: Wednesday, April 6, 2016, at 4:00 pm

Location: Phyllis Morris, 655 N. Robertson Blvd, West Hollywood

AGENDA

- 1) CALL TO ORDER 4:00pm - Darren Gold
 - a) Self-Introductions/Roll Call
 - b) Posting of Agenda
 - c) Board Comments on Agenda

- 2) APPROVAL OF AGENDA & RECEIVE MINUTES 4:05pm - Karen H.
RECOMMENDATION: Approve Agenda and Minutes

- 3) EXECUTIVE COMMITTEE ANNOUNCEMENTS

- 4) CURRENT FINANCIALS 4:10pm - Sara Sugarman
RECOMMENDATION: Receive and Approve Budget Updates and Revisions

- 5) PRESENTATION 4:15pm – Jackie Rocco
Pilot program for designated passenger loading zones

- 6) NEW BUSINESS 4:25pm
 - a) Fiscal Year 16/17 WHDD Work Plan Direction
RECOMMENDATION: Approve FY 16/17 Work Plan Direction & Authorize Executive Committee to Approve Final Draft

- 7) UNFINISHED BUSINESS 4:35pm
 - a) PR Update
 - b) Update: Design on a Dime
 - c) Update: Street Media Committee – Karen Kuo
 - d) City Council Meeting Updates

 - e) EVENTS
 - i) A Street Af(fair) – 4/30
 - ii) Miami Design District - Maison Objet - 5/10-5/13
 - iii) Creative Council – 5/17 or 5/18
 - iv) Food Blogger Event (June/July)
 - v) WestEdge - 11/3-11/6
 - vi) DIEM – 11/11, Opening Party – 11/10, Film Screening 11/9
 - vii) WHDD Supper Club (TBD)

- 8) EXECUTIVE DIRECTOR REPORT 4:55pm - Ryan Farber
 - a) Partnerships
 - b) BID Restructure
 - c) New District Businesses Report/Decal Distribution Update
 - d) Website/Stats

- 9) CITY / VWH / CHAMBER REPORTS 5:05pm
Maribel Louie, Genevieve Morrill

- 10) BOARD MEMBER / PUBLIC COMMENTS 5:15pm

- 11) ADJOURNMENT

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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: April 6, 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, March 2, 2016 at 4pm
Phyllis Morris, 655 N. Robertson Blvd, West Hollywood

Members present: Darren Gold, Jamie Adler, Karen Kuo, Cary Mosier, Dara Toulch, Stacie Hunt, Liz Solomon, Marco Pelusi, Tod Carson, Gary Trudell,

Members absent: Jaime Garcia, Robina Benson, Sara Sugarman-Brenner, Karen Harautuneian, Craig Susser

Honorary Members Present: Alex Stettinski (Visit West Hollywood)

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

WHDD Staff Present: Ryan Farber, Anne Van Gorp

Guests: Daleth Cortez (Custom Comfort), Tracy Lin (Christopher Guy)

1. Call to Order

Meeting called to order by Chair Darren Gold at 4:00pm.
The March 2016 agenda was posted.

2. Approval of Minutes and Agenda

A motion was made to approve the March 2016 Agenda and February 2016 minutes, it was seconded and approved.

3. Executive Committee Announcements

Darren announced that reestablishment is in front of City Council in June. Ryan will have a draft for the board for the April meeting.

4. Approval of Financials

Ryan stated that the bureau sponsorship of \$50,000 has been deposited. He mentioned that an extra \$9700 came in from the second round of bid assessment dollars. He mentioned that expenditures are standard operating costs. He mentioned incoming funds from Caesarstone, LA Pride and Beverly Center for sponsorships.

A motion was made to approve financials for March 2016, it was seconded and approved.

5. New Business

No new business

6. Unfinished Business:

a) Committee Assignments

Darren spoke about committee assignments and that Ryan has reached out to board members to make sure all assignments are acceptable. He mentioned that the Nominations Committee has been dissolved and folded in to the Ambassador Committee. Once the Ambassador Committee identifies candidates, the Executive Committee will perform

the interviews. Jamie explained each committee's function as specialists in each area.

b) PR Update

Darren referred to the attached document that lists press coverage and editor meetings attended during February. He mentioned that Delta Magazine will be confirmed next week. He mentioned that The Workshop has been focusing on A Street Affair and coverage in LA Confidential, LA Magazine, Luxe and many online listings, blogs, etc. He stated that Alfred Coffee is doing an Instagram takeover today.

c) Marketing/Events Committee: Maison Objet (5/10-5/13) and WestEdge (November 6)

Ryan spoke about the conversation he had with Maison Objet and that it would be too costly to participate as a vendor. He mentioned that further discussions were had about partnering with the Miami Design District on an opening party activation. Conversations will continue in the coming days with Maison, Miami Design District and our PR firms to formulate a possible plan. He then mentioned that Maison has asked for assistance to put together an event in WHDD promoting Maison. Ryan and Anne presented Poltrona Frau/Cappellini and they agreed to host the party at the end of March. Ryan mentioned that WestEdge has given the district the same prime location at the Fair. The Marketing/Events Committee has agreed to move forward with WestEdge once again in 2016. A meeting with Troy Hanson to work on the details will happen in the coming weeks.

d) Design on a Dime Update

Darren stated that he and Ryan met with the PDC and they are interested in hosting the event. He mentioned that further talks between Design on a Dime and the PDC will happen in the coming weeks.

e) Street Media Committee: Representative from WHDD

Karen gave a brief recap of the Street Media Committee meeting yesterday, explaining the kiosk designs the committee discussed. She said that they are wayfinders demarcating boundaries, showing information about the areas in which they are located and the designs may change for the various areas within the city.

f) City council Meeting Updates

Darren mentioned that the City Council will be discussing the West Hollywood Park master plan at the upcoming meeting along with the minimum wage ordinance discussion.

g) Events

i. Maison & Objet LA Event

Darren mentioned that it had already been discussed above.

ii. A Street Af(fair)

Darren stated that the City approved the street closure for the event. He showed the Board a new logo for the event. He explained that the theme "East meets west" indicates the invitation for eastside vendors and westside vendors to come

together in the epicenter, West Hollywood. Also, this will draw people from all over the region to attend.

iii. DIEM- November 11, opening party November 10

Darren mentioned that Mallery and Fraces are on board and a meeting will happen to get everything going. He stated that most of the content will be done before July. He said that DIEM 2016 will build on the previous year and will be bigger and better. He said that new elements may include guest curators and a film screening,

iv. WHDD Supper Club

Darren stated that Supper Club is a working title as food may not always be served. The committee has met and Stacie will come back to the next committee meeting with a proposed budget for the video series.

7. Executive Director Report

a) Partnerships

Ryan mentioned that \$30K in sponsorships has been received to date. Ryan said he has commitments from Caeserstone and the Beverly Center which adds \$65K, making a total of \$95K. Ryan mentioned Domino Magazine was helping to identify potential partners including Cadillac. Ryan said he is still in conversation with Wells Fargo. Ryan mentioned that Panerai watch is still interested in sponsoring the Supper Club idea. Ryan has reached out to Shake Shack.

b) BID Restructure

Committee members include: Darren, Cary, Gary, Tod and Jamie. Maribel has an agenda for the committee meetings. Ryan is in conversations with Maribel to possibly speed up the timeline to begin meetings.

c) Update: Decals (Calendar for distribution)

Ryan stated that most of Beverly Blvd is done. Cary suggested dropping off a stack to him for distribution to his neighbors on Melrose. Marco is scheduled for distribution in a few weeks.

d) Development Updates

No new developments.

e) New District Businesses Report

Anne stated that L'Entrcote is soft-opened. Catch is scheduled to open in the Summer. Au Fudge is soft-opening on March 4. A pop-up opened in the Melrose Triangle area called Velvetine. Weddington Way opened a pop-up in the former Steinway space. Alexandra von Furstenburg will be relocating to Robertson & Beverly.

f) Website/Stats

Anne mentioned that the analytics she is presenting that Facebook has had much engagement. Instagram has increased in number of followers.

8. **City / VWH / Chamber Reports**

City – no city report

VWH – Alex described the major reorganization underway at Visit West Hollywood. He stated that all core programs are in place. He mentioned that the Film Marketing department within VWH has officially closed.

Chamber of Commerce – no report

9. **Board Member/Community Comments**

Gary introduced Daleth from Custom Comfor and Tracy Lin from Christopher Guy.

Jamie adjourned the meeting. The next meeting is scheduled for Wednesday, April 6, 2016 at 4:00PM @ Phyllis Morris.

Signed for Approval

Darren Gold, Chair

Date

West Hollywood Design District - Budget FY 2015-2016

	YTD	\$\$ Yet To Receive	Projected end of year	Budget	Budget +/-
Revenue:					
FY 2014-2015 Rollover	\$ 4,000.00		\$ 4,000.00	\$ 4,000.00	
Bid Assessment	\$ 112,340.00		\$ 108,288.00	\$108,288.00	
City Supplemental Funding	\$ 55,000.00		\$ 55,000.00	\$ 55,000.00	
Partnerships	\$ 20,000.00		\$ 110,000.00	\$110,000.00	
WestEdge	\$ 13,176.00		\$ 13,600.00		
Map Advertisements	\$ 5,300.00		\$ 5,400.00	\$ 10,000.00	
A Street Af(fair)			\$ 4,000.00		
Bureau Sponsorship	\$ 50,000.00		\$ 50,000.00	\$ 50,000.00	
DIEM Revenue	\$ 1,270.00				
Total Revenue:	\$ 261,086.00	\$ -	\$ 350,288.00	\$337,288.00	\$ -
ACTUAL					

Partnerships/Banner Program	Projected	Received
Caesarstone	\$ 45,000.00	\$ -
Union Bank	\$ 10,000.00	\$ 10,000.00 Rcv'd FY 14/15
Beverly Center	\$ 20,000.00	
CSW - LA Pride	\$ 5,000.00	
VWH Banners	\$ 15,000.00	\$ 15,000.00
Total	\$ 95,000.00	\$ 25,000.00

Programming Expenses:	YTD	\$\$ Yet To Spend	Projected end of year	Budget	Budget +/-
Events				\$ -	
WestEdge	\$ 11,179.00		\$ 13,600.00	\$ -	
WHDD Design Market/Fair	\$ 15,000.00		\$ 62,000.00	\$ 60,000.00	
DIEM	\$ 50,259.00		\$ 43,500.00	\$ 50,000.00	
Blogger Events	\$ 2,232.00				
Designer Camp	\$ 49.00		\$ -		
Retrospective Art Event				\$ -	
Beverly Block Event	\$ 430.00			\$ -	
General Marketing					
District Banners				\$ -	
Design	\$ 540.00		\$ 3,500.00	\$ 3,500.00	
PR	\$ 26,025.00		\$ 26,000.00	\$ 20,000.00	
Website	\$ 1,898.00		\$ 5,000.00	\$ 5,000.00	
District Branded Decals	\$ 1,835.00		\$ 740.00	\$ 1,000.00	
Walking/Parking Map	\$ 9,908.00		\$ 10,000.00	\$ 10,000.00	
Holiday Decorations	\$ 400.00		\$ 400.00	\$ 200.00	
Payroll	\$ 65,000.00		\$ 54,700.00	\$ 54,700.00	
Contribution				\$ -	
Reserve Fund			\$ 5,000.00	\$ 5,000.00	
Subtotal:	\$ 184,755.00	\$ -	\$ 224,440.00	\$209,400.00	\$ -

WHDD Bank Balance	\$ 55,957.00
Owed to VWH	\$ 39,945.00
Total	\$ 16,012.00

Operating Expenses:	YTD	\$\$ Yet To Spend	Projected end of year	Budget	Budget +/-
Payroll	\$ 41,000.00		\$ 89,000.00	\$ 89,000.00	
Postage/Delivery			\$ 30.00	\$ 30.00	
Telephone	\$ 990.00		\$ 1,400.00	\$ 1,400.00	
Printing			\$ 200.00	\$ 200.00	
Medical/Dental	\$ 14,684.00		\$ 24,000.00	\$ 24,000.00	
Workers Comp	\$ 810.00		\$ 1,100.00	\$ 1,100.00	
Life Insurance	\$ 461.00		\$ 500.00	\$ 500.00	
401k	\$ 8,967.00		\$ 11,200.00	\$ 11,200.00	
Parking	\$ 1,121.00		\$ 1,000.00	\$ 1,000.00	
Meetings	\$ 4,412.00		\$ 5,000.00	\$ 5,000.00	
Miscellaneous	\$ 217.00				
Travel & Entertainment				\$ -	
Office	\$ 424.00		\$ 4,500.00	\$ 4,500.00	
Professional Accounting Fees	\$ 3,750.00		\$ 5,000.00	\$ 5,000.00	
Subtotal:	\$ 76,836.00	\$ -	\$ 142,930.00	\$142,930.00	
Total Expenses:	\$ 261,591.00	\$ -	\$ 367,370.00	\$352,330.00	\$ -
Pre-pay from 14/15			\$ -	\$ 16,500.00	\$ -
Remainder	\$ (505.00)	\$ -	\$ (17,082.00)	\$ 1,458.00	

Prepay from 14/15	
DIEM Curators	\$ 6,500.00
Design Market Retainer	\$ 10,000.00
Reserve Fund Balance	\$ 20,000.00

	Budget	Projected	Actual
Program Expenses	\$ 110,000.00	\$ 119,100.00	\$ 79,149.00
General Marketing Expenses	\$ 39,500.00	\$ 45,240.00	\$ 40,206.00
Holiday Decorations	\$ 200.00	\$ 400.00	\$ 400.00
Reserve Fund/Contribution	\$ 5,000.00	\$ 5,000.00	\$ -
Operating Expenses	\$ 197,630.00	\$ 197,630.00	\$ 141,836.00
TOTAL EXPENSES	\$ 352,330.00	\$ 367,370.00	\$ 261,591.00
Pre-pay from 14/15	\$ (16,500.00)		
REVENUE	\$ 337,288.00	\$ 350,288.00	\$ 261,086.00
Remainder	\$ 1,458.00	\$ (17,082.00)	\$ (505.00)

\$ -

WEST HOLLYWOOD

DESIGN DISTRICT

THE WORKSHOP

Owner's Monthly Update

March 2016

PROGRAMMING

COMPLETED & ONGOING

- A Street Af(fair)
 - Event Date: April 30th, 2016
 - Pitched press release 12/15
 - Press Secured (partial list)
 - LA Confidential (April issue)
 - Where LA
 - Editor At Large
 - Core 77
 - Culture LA
 - Daily Breeze Online
 - Dexinger
 - Dreamscapes
 - Editor at Large
 - Eye Spy LA
 - Guest of a Guest
 - KTLA
 - LA Guestlist
 - Los Angeles Daily News
 - Los Angeles Eventful
 - Los Angeles Magazine
- Creating Blogger Strategy



the interior design community

LOS ANGELES
CONFIDENTIAL
MAGAZINE

where
MAGAZINE

PROGRAMMING

COMPLETED & ONGOING

- Real Estate Networking Event
 - Journalists and Marketing personnel to be invited to a networking cocktail hour with the members of the West Hollywood Design District.
 - Goal is for journalists and marketers to leave with knowledge of the district to then incorporate into house listings and all communication
- West Hollywood Design District Supper Club
 - Dinner series within a showroom bringing together influencers in the design, fashion and beauty world to discuss topics presented to them.
- Creative Council (May)
 - Assessment of what is trending in the market and what people are talking about
 - Potential Invite List provided to WHDD
- CuratorLA/Au Fudge Kids Focused Event
- Food Bloggers Tour “Off Menu”
 - Potential Bloggers listed for invites
- Assisted with PR section of the Annual Report total media placements, total media impressions, publicity value, etc.
- Compiled social media impressions for: Beauty event, Secret Garden Tour, DIEM and Melrose Block Party

PRESS RELEASES & COVERAGE (partial list)

- Influencer Visits / Meetings
 - Editor Lunch with Laura Eckstein (Modern Luxury)
 - Editor Coffee with Marielle Wakim Arts & Culture Editor Los Angeles Magazine 3/14 Zinque
 - Journalist Lunch with Degen Perner 3/23 Au Fudge
- Instagram Takeovers (Completed & Upcoming)
 - Alfred Coffee (65.7k followers) - March 16th
 - Natalie Alcala (Racked LA) - March 31st
 - Craig's Restaurant (12.2k followers) - TBD
 - Au Fudge (11.2k followers) - TBD
 - Chris Horan (30.1k followers) - TBD
- Secured Press
 - West Hollywood Magazine (Secret Gardens feature)
- Additional Upcoming Press
 - Delta Sky Magazine (May issue)

PARTNERSHIP UPDATES 4.4.16

Received

Union Bank - DIEM	\$	10,000.00
LA Pride	\$	5,000.00
VWH	\$	15,000.00
Total:	\$	30,000.00

En Route

Caesarstone	\$	45,000.00
Beverly Center Banners	\$	20,000.00
Total:	\$	65,000.00

Media Partnerships

Domino Magazine	Signed. In Kind
Architectural Digest	In Discussion. DIEM to begin
LA Confidential, LA Magazine	A Street Af(fair)

In Discussion

O'Gara Motorcoach		
Cadillac (year Round)	\$	75,000.00
Minwax		
Volvo		
Wells Fargo (possibly Food and/or Market)		

Past Partnerships:

BloomNation	In Kind
Black Exclusive	In Kind
Jacquart (possibly DIEM and more)	

Outreach

Mazda
Jaguar
Audi Beverly Hills
Peroni
Panerai - Will sponsor Supper Club idea
Shake Shack
Catch
Blue Ice Vodka
Hyundai
Shake Shack

PR

Kevin Mohajer
Harmonie Krieger
Gypset
Ballantines PR
Wagstaff

Digital Analytics Report for WHDD- April 6, 2016

1. Website

	1/15-2/15	2/15-3/15
# of Sessions + Views:	2568, 5591	2181, 4667
Users + Unique PageViews	2235, 4524	1912, 3777
Traffic:	Google (57%), Direct (19), Craigs (6). Yahoo (3) VWH (3) Facebook (3)	Google (64), Direct (15), Craigs (4), Yahoo (4), VWH (3) Facebook (1) Visit CA (1)

The new A Street Af(Fair) website was built and content was uploaded, featuring vendors, sponsorship packages, and attendance information. Blogs were backlogged and published at the end of March, recapping various WHDD openings, events, and more.

2. Facebook: 3560, up from 3526

Facebook serves as a landing page for highlighting the press coverage for A Street Af(Fair) and the WHDD in general. A Facebook event was created and boosted for our target audience. Page post impressions were significantly higher (14.7k vs. 4.9k), as well as page impressions and number of users.

3. Instagram: 4346, up from 3983

Instagram continues to be a priority, focusing on finding relevant content and aesthetically pleasing pictures. Natalie Alcalá (10K), Senior Editor of Racked LA will be doing an Instagram takeover at the end of March. Art Angels and Craig's are scheduling for the coming months, too.

4. Twitter: 2345, up from 2293

Twitter has helped publicized A Street Af(Fair) through targeted tweets to various organizations, press and vendors to then help reshare. Twitter still continues to be a good outlet to share WHDD businesses' promotions and updates quickly and efficiently, as well as helpful in pushing the #WHDD hashtag. Organic impressions, total engagements and link clicks were all higher than last month's (around 20%).

5. Pinterest: 684, up from 664 (avg. daily impression); 572, up from 518 (avg. daily user)

Pinterest continued to serve as a great outlet to share celebrity/influencer spottings in the WHDD. A Pinterest will be created to serve as a marketing tool for A Street Af(Fair), creating a sort of storyboard to showcase vendors.

Next Steps: This month, I will do an intensive 4-week social media and digital push for A Street Af(Fair) event. I will also work much more closely with the digital team for Visit West Hollywood to help complete our target goals.