

**Advisory Board Meeting**

**Date/Time: Wednesday, July 20, 2016, 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 4:05pm  
RECOMMENDATION: Receive and Approve Budget Updates and Revisions
  
- 4) NEW BUSINESS 4:10pm
  - a) *Vote:* New Executive Committee Members  
RECOMMENDATION: Discuss and vote to approve new EC members
  
- 5) UNFINISHED BUSINESS 4:20pm
  - a) EVENTS
    - i) WestEdge - 11/3-11/6
    - ii) DIEM – 11/11, Opening Party – 11/10, Film Screening 11/9
  
- 6) WHDD STRATEGY/BRAINSTORMING SESSION 4:30pm
  
- 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: July 20, 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, July 6, 2016 at 4pm**  
**Pacific Design Center – 8687 Melrose Ave. Suite M60**  
**West Hollywood**

Members present: Nick Ingate, Marco Pelusi, Liz Solomon, Dara Toulch, Gary Trudell, Andrew Utas

Members absent: Robina Benson, Ginna Christensen, Jaime Garcia, Cary Mossier, Craig Susser

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

WHDD Staff Present: Ryan Farber

Guests: Emily Bernstein (The Workshop), Greg Harless (Skye Partners, VWH Board Chair), Andy Keown (VWH), Maribel Munoz (VWH), Rick Wright (VWH)

**1. Call to Order**

Meeting called to order by Executive Director Ryan Farber at 4:03pm.  
The July 2016 agenda was posted.

**2. Approval of Minutes and Agenda**

The agenda was taken out of order to move up the discussion on the New Advisory Board Members followed by BID Management Process. A motion was made to approve the July 2016 Agenda and May 2016 minutes, it was seconded and approved.

**3. New Business**

**a) Vote: New Advisory Board Members**

Ryan provided a brief background on Nick Ingate (The Projects), Ginna Christensen (Woven Accents) and Andrew Utas (Gray Gallery). Ryan asked the board for input on the candidates. A short discussion ensued.

A motion was made to approve and accept the 3 new board members, it was seconded and approved.

**4. BID Management Process**

Ryan introduced Rick Wright and Greg Harless to the board. Greg explained the contract between Visit West Hollywood and the City of West Hollywood in regards to managing the WHDD to the board. Rick stated that the WHDD board still had full control over the BID and that VWH was accountable for the Brown Act and the fiscal management. Rick informed the board that moving forward Maribel Munoz would assist with the coordination of the board meetings. Rick gave a detailed explanation to the board as to how the WHDD became a part of the reorganization and an update on the process. A discussion ensued. Rick and Greg recognized the important role WHDD plays for the city of West Hollywood. Rick requested to move the board meetings to the third Wednesday of the month to have time to spin up the financials in time and provide current information and

the board agreed. A strategic planning meeting was suggested to discuss fresh ideas, new perspectives and to form a new Executive Committee.

**5. Current Financials**

Rick gave a detailed explanation of the WHDD financials including expenses covered by VWH to the board. A discussion ensued.

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

**6. Unfinished Business:**

**a) PR Update**

Emily presented the PR report reflective of May. She highlighted the important events that had taken place such as the Creative Council Dinner. Emily stated the important press that had been solidified for Designer Camp as well as a sponsorship.

**i. Food Blogger Event (June/July)**

Ryan stated that the Food Blogger event had been modified and turned into more personalized event. For example, bloggers/influencers will be able to meet with Craig from Craig's and personalize the experience.

**b) Update: Street Media Committee:**

Ryan stated that in the next meeting a board member would be appointed to represent the WHDD at the Street Media Committee.

**c) Events**

**i. WestEdge – 11/3 – 11/6**

Ryan stated that the WHDD should move forward with WestEdge. He explained that it is an event that does not cost the District anything since the businesses pay for it.

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

Ryan stated that a decision had to be made about how to move forward with DIEM. He stated that DIEM has been the marquee event for the past 5 years. Ryan informed the board that he landed Architectural Digest as the national media sponsor. A discussion ensued.

**7. Executive Director Report**

**a) Partnerships**

Ryan stated he had an upcoming meeting with a company that specializes in selling banner advertisement and outdoor media. Ryan mentioned he was still meeting with PMK regarding their client Samsung.

**b) BID Restructure**

Ryan stated that Rick had covered all the information in the BID Management Process section.

**c) New District Businesses**

Ryan stated that there were approximately 3 new business that had joined the Design District in the past couple in months.

**d) Website/Stats**

Ryan presented the Website and Social Media Data report prepared by Erin Pedraja, Digital Marketing Director from VWH. Ryan informed the board that the WHDD's Instagram account had doubled in followers.

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

**City** –None

**Chamber of Commerce** –None

**9. Board Member/Community Comments**

No Board Member comments or Community comments

Ryan adjourned the meeting. The next meeting is scheduled for Wednesday, July 20, 2016 at 4:00PM @ Pacific Design Center, Visit West Hollywood.

Signed for Approval

\_\_\_\_\_  
**Date**

# WEST HOLLYWOOD

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# DESIGN DISTRICT

THE WORKSHOP

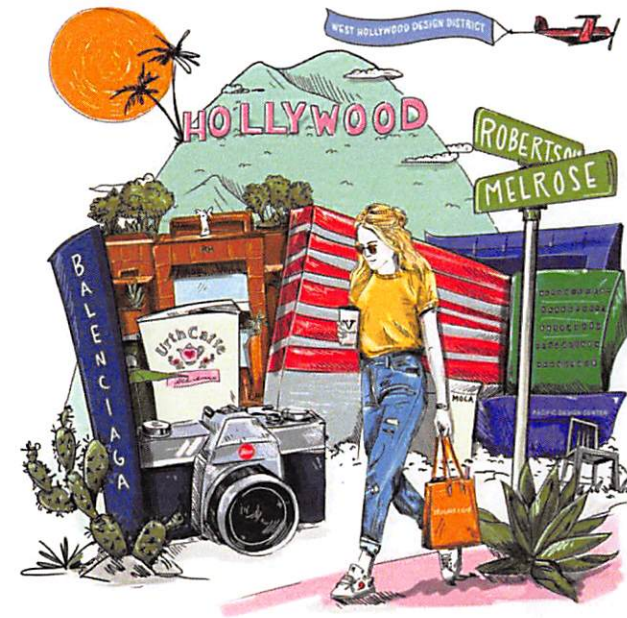
Owner's Monthly Update

June 2016

# PROGRAMMING

## ONGOING

- Food Blogger Experiences
  - Potential Bloggers/Writers Include (but not limited to):
    - Krista Simmons (LAist/freelance), Joshua Laurie (Food GPS), Jenn Harris (LA Times), Lesley Balla (Zagat), Caroline Pardilla (Caroline on Crack)
- Designer Camp
  - Designer Camp July 11-15
  - Fashion Styling July 18-22
  - Interior and Visual July 25-29
  - Partnerships / Sponsorships
    - Homee
  - Press
    - Angeleno 'Best Summer Camps'
    - West Hollywood Lifestyle
    - The Hive
- Westedge 11/3-11/6
- DIEM: 11/11/16
  - Architectural Digest as Media Partner



## PRESS RELEASES & COVERAGE (partial list)

- Instagram Takeovers (Completed & Upcoming)
  - Craig's Restaurant (12.2k followers)
  - Au Fudge (11.2k followers) - TBD
  - Chris Horan (30.1k followers) - TBD
- Press Coverage
  - West Hollywood Lifestyle
  - Racked LA
  - InStyle.com (UVM: 1,721, 729)
    - "Where Celebrities Shop for Home Goods", making mention of Alexandra Von Furstenberg and the WHDD
  - Citizene TV
    - "Melrose Guide"
- Upcoming Media Visit
  - Glamour - Jessica Kantor (July 18th)
  - Katy Carrier - Palm Springs Style
  - LOCALE Magazine