

Board of Directors Meeting

Date/Time: Wednesday, March 2, 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) NEW BUSINESS 4:15pm
 - a) No New Business
- 6) UNFINISHED BUSINESS 4:25pm
 - a) Committee Assignments
 - b) PR Update
 - c) Marketing/Events Committee: Maison Objet (5/10-5/13)/ WestEdge (TBD)
 - d) Update: Design on a Dime
 - e) Update: Street Media Committee – Karen Kuo
 - f) City Council Meeting Updates
 - g) EVENTS
 - i) Maison Objet LA Event – March 15
 - ii) A Street Af(fair) – April 30
 - iii) DIEM – November 11(TBD) , Opening Party – November 10
 - iv) WHDD Supper Club
- 7) EXECUTIVE DIRECTOR REPORT 4:55pm - Ryan Farber
 - a) Partnerships
 - b) BID Restructure
 - c) Update: Decals (Calendar for distribution)
 - d) Development Updates
 - e) New District Businesses Report
 - f) Website/Stats
- 8) CITY / VWH / CHAMBER REPORTS 5:05pm
Maribel Louie, Genevieve Morrill, Alex Stettinski
- 9) BOARD MEMBER / PUBLIC COMMENTS 5:15pm
- 10) 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: March 2, 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, February 3, 2016 at 4pm
Phyllis Morris, 655 N. Robertson Blvd, West Hollywood

Members present: Darren Gold, Jamie Adler, Dara Toulch, Stacie Hunt, Liz Solomon, Marco Pelusi, Tod Carson, Gary Trudell, Maribel Louie, Karen Harautuneian, Craig Susser

Members absent: Jaime Garcia, Cary Mosier, Karen Kuo, Robina Benson, Sara Sugarman-Brenner

Honorary Members Present: Maribel Louie (City of West Hollywood), Alex Stettinski (Visit West Hollywood)

Honorary Members Absent: Genevieve Morrill (Chamber of Commerce)

WHDD Staff Present: Ryan Farber, Anne Van Gorp

Guests: John Stufio, Dominique

1. Call to Order

Meeting called to order by Board Vice Chair Jamie Adler at 4:00pm.
The February 2016 agenda was posted.

2. Approval of Minutes and Agenda

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

3. Executive Committee Announcements

Jamie noted that the Executive Committee Announcements section is a new section that was created to highlight relevant information that is happening with the district that does not need to be voted on. Jamie went on to discuss Ryan's annual review and the feedback received. Ryan shared his insights about how the organization is growing, and we need to have more support from the board and working committees. Darren further noted that the Executive Committee will work on reorganizing the committee lists and who is involved where. Board members discussed prior programs, such as Friends of the District and Ambassadors, and said this could be a venue to get additional support.

4. Approval of Financials

Ryan stated that the bureau sponsorship of \$50,000 should be coming in and will be reflected in the financials. Ryan said no big events have happened lately with notable expenditures. All else is standard operating expenses.

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

5. New Business

a) Design on a Dime

Jamie discussed the Design on a Dime event, with dates and location TBD. Jamie described the event and explained that the producers are looking to partner with the district in order to connect with the local

community and secure a venue. Darren noted that the event is currently happening now in Miami Design District and shows the synergistic opportunities to further work with the MDD. Darren also said it's a good platform to connect with designers in LA at large, as it's been a reputable event in New York and has attracted notable designers and attention. A motion was approved to have the executive committee explore Design on Dime, with one board member abstention.

6. Unfinished Business:

a) **PR Update**

Anne recapped the PR success from the Blogger Event, noting that publicists, bloggers and traditional press were all in attendance making it a great mix. She highlighted the media outlets that are confirmed for long lead for A Street Af(Fair): Luxe Magazine, Weho Lifestyle, LA Confidential, and LA Magazine. Anne mentioned the upcoming Instagram takeovers and the success of a recent editor dinner with Lindsey Miller from PopSugar.

b) **Trade Show Committee: Maison Objet (5/10-5/13) and WestEdge (November 6)**

Jamie said the tradeshow committee has met and discussed various ways to get involved in Maison Objet show in Miami. The committee discussed three options, including a co-op member booth, a general West Hollywood activation that pulls in a tourism theme, or a smaller presence at one of the Miami Design District's showroom parties. Jamie continued to say it is such a great marketing opportunity and way to connect with this South American and European audience. The committee is also exploring participation in WestEdge Design Fair, too. Ryan noted upcoming calls with both tradeshow's representatives to get more details and negotiate participant pricing.

c) **Street Media Committee: Representative from WHDD**

Alex gave a brief recap of the Street Media Committee meeting yesterday, telling how the committee looked at the proposed street signage, wayfarers and gateways from the perspectives of tourists, business visitors, and residents. Alex said at next week's meeting there will be a presentation of three more develop designed. He also reiterated that the design district's streetscape master plan has been integration into these plans and conversations.

d) **City council Meeting Updates**

Darren mentioned that the City Council approved to take the street-pole banners from the SSBA and into the City's management. Maribel also said the Council and Community Development department are reprioritizing various master plans of the city and that the council ask the design district's master plan be a main priority.

e) **Events**

i. **Beauty Blogger Event**

Jamie recapped the Beauty Blogger event that took place in Phyllis Morris, describing it as an overwhelming success. She noted that the event was impactful because it took the

businesses out of their stores and into an interesting location, heightening what the district has to offer. Marco reiterated Jamie's sentiments. Jamie also discussed both the qualitative and quantitative impact this type of event has, including its residual effects by tapping this audience. Ryan mentioned that this type of event has become a great model to repeat and execute in different sectors.

ii. A Street Af(fair)

Ryan said he submitted information to the City regarding A Street Af(Fair) for the staff to create an item for the City Council Agenda on February 16th. Darren and Ryan said they spoke with every council member previously and have put in time to have the approval go as smoothly as possible. Darren said we will need some board attendance for that City council meeting. Darren also mentioned the positive feedback that Ryan and Anne received from the various Almont Drive businesses in regards to the event.

iii. DIEM- November 11, opening party November 10

Ryan said we have engaged Frances and Mallery again for DIEM 2016. Ryan said we are looking to expand and freshen DIEM every year, and hope to do that with guest curators and an additional day featuring an Eileen Gray screening. Ryan also said Architectural Digest is onboard for DIEM next year and he is finalizing the agreement now.

iv. WHDD Supper Club

Ryan described the premise of the event, saying it hopes to emulate the success of Creative Council by filming influencers at a dinner party-esque environment. Ryan said Darren, Stacie and Karen H., Anne and himself all met to discuss the strategy in formulating the idea and producing it. He also mentioned it is something that can be sponsored, and Paneri is interested in doing so.

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. He is actively pursuing other sponsors, including the premier sponsorship for the Street Af(Fair). Ryan said he is still in conversation with Cadillac and reached out to Wells Fargo, which Tod said he had a contact at. Liz mentioned a potential partnership with TMZ, and a board discussion ensued about the brand alignment of such a partnership. Ryan reiterated his desire and high priority of having an automobile sponsor for the fair.

b) BID Restructure

Committee members include: Darren, Cary, Gary, Tod and Jamie.

Maribel discussed how the city is challenged in dedicating efforts to this project and mentioned that we can discuss our various priorities and undertake this endeavor at a more opportune time.

c) Update: Decals (Calendar for distribution)

Ryan stated that Anne and Gary began distributing decals to businesses on Beverly Boulevard. Gary mentioned how a majority of the businesses were very receptive. Ryan said that the decals are a great way to unify the district, and we need to set up a schedule to complete the various sections on Robertson, Melrose and Beverly. Discussion ensued about featuring the decals on social media and the newsletter.

d) Development Updates

Maribel noted there is an application for redevelopment of the Il Picolino site and it is something to follow in the coming weeks.

e) New District Businesses Report

Ryan said that L'Entrecote looks almost complete, and Anne said Au Fudge does too. Darren chimed in noting that the Au Fudge faced contractor issues and now have new partners. He expects them to do a soft opening in February. Anne also mentioned Melrose Meditation opened, and she suspects that Catch will take six months or more to open, as little construction has been complete.

f) Website/Stats

Anne discussed the digital El Nino messaging she created and will push out again once the rain returned. She discussed the engagement on Facebook from the Beauty Blogger photos and the continued interactions with bloggers. She said next month she will be working on the digital marketing and website creation for A Street Affair.

8. City / VWH / Chamber Reports

City – Maribel said the City and Chamber will be hosting a business seminar about preparing an emergency plan for your business on Tuesday, February 23. Maribel also discussed a LA Business Journal piece on the Sunset Strip and how she helped inform the content. She said she would love to help facilitate a similar story on the design district. Maribel noted the art staff at the city is working to update their work plan and will let us know about opportunities to participate.

VWH – Alex said that Brad had envisioned creating a tourism master plan for West Hollywood, and the bureau is now exploring a precursor to that called Destination Next. He discussed the process of this undertaking and how they will begin working with stakeholders. Alex discussed an AP video piece covering Valentine's Day gifts that included design district businesses. He also mentioned the recent WeHoville coverage on the I Am West Hollywood program, which he encouraged all board members to attend.

9. Board Member/Community Comments

Jamie made a statement about Brad's memorial and how touching it was for her and everyone in attendance. She said the video that was played at the memorial is available to watch.

The guests from Built Inc. introduced themselves and their business and mentioned they relocated their studio into West Hollywood. They are looking at ways to get involved in the local community and its various organizations.

Jamie adjourned the meeting. The next meeting is scheduled for Wednesday, March 2, 2016 at 4:00PM @ Phyllis Morris.

Signed for Approval

Darren Gold, Chair

Date

WEST HOLLYWOOD

DESIGN DISTRICT

THE WORKSHOP

Owner's Monthly Update

February 2016

PROGRAMMING

COMPLETED & ONGOING

- Parachute
 - Event Date: April 30th, 2016
 - Pitched press release 12/15
 - Upcoming Press (partial list)
 - *LA Confidential* - feature (April issue)
 - *Luxe Interiors + Design* (March/April issue)
 - *California Home & Design*
 - *West Hollywood Lifestyle* (Spring issue)
 - *Vogue* - post event
- Miami Design District
 - Collaboration with Miami Design District to cross-promote both locations as destinations in each city
 - Conf. Call on 2/2 to discuss opportunities further
 - Conf. Call / Introduction 2/24 with Greengale Publishing (formerly Niche Media) to discuss media partner to cross-promote markets



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
- CuratorLA/Au Fudge Kids Focused Event
- Food Bloggers Tour “Off Menu”

PRESS RELEASES & COVERAGE (partial list)

- Influencer Visits / Meetings
 - Editor Lunch with TimeOut LA 2/22
 - Kate Wertheimer, Editor TimeOutLA
 - Cezara Popa, Marketing Manager
 - Erick Rappaport, Sales Manager
 - Harmonie Krieger - PopYourShop
 - Introduction on 2/23
- Instagram Takeovers (Completed & Upcoming)
 - Alfred Coffee (65.7k followers) - March 16th
 - Craig's Restaurant (12.2k followers) - TBD
 - Au Fudge (11.2k followers) - TBD
- Additional Upcoming Press
 - West Hollywood Magazine (Secret Gardens feature)



WEST HOLLYWOOD
magazine

HW
THE
K
SHOP

PARTNERSHIP UPDATES 3.02.16

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	\$59,000 (ad value)
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	Karen K. introduced
Jaguar	
Audi Beverly Hills	Alex introduced
Peroni	
Panerai - Will sponsor Supper Club idea	
Shake Shack	
Catch	
Blue Ice Vodka	
Hyundai	
Hint Water	

PR

Kevin Mohajer
Harmonie Krieger
Gypset
Ballantines PR
Wagstaff

Digital Analytics Report for WHDD- March 2, 2016

1. Website

	12/15-1/15	1/15-2/15
# of Sessions + Views:	2989, 5840	2568, 5591
Users + Unique PageViews	2507, 4671	2235, 4524
Traffic:	Google (43%), Direct (22), Craigs (4), Facebook (2), VWH (2)	Google (57%), Direct (19), Craigs (6). Yahoo (3) VWH (3) Facebook (3)

The date range for website analytics has shifted, reflecting mid-month start dates. Analytics still reflect some of the unique holiday traffic periods. A Valentine's day gift guide blog was created and shared via all social media outlets.

2. Facebook: 3526, up from 3505

Facebook continues to be used to highlight various press pieces covering our businesses (Racked, LA Mag, Eater, Domaine, AD). Impressions from 1/15-2/15 were noticeably higher than the last period, more than doubled (40,424 impressions).

3. Instagram: 3983, up from 3792

Instagram continues to be a priority, focusing on finding relevant content and aesthetically pleasing pictures. Alfred Coffee (68k) will be doing a takeover, featuring their branded coffee cup at various, recognizable locations throughout the district. The Workshop team will continue to help find and secure individuals to do more takeovers.

4. Twitter: 2293, up from 2228

Twitter 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. Engagements increased in the 1/15-2/15 period, at 185 from 153.

5. Pinterest: , up from (avg. daily impression);, up from (avg. daily user)

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

Next Steps: This month, I will guide the creation of a Street Af(Fair) website and digital platform. This will be a notable undertaking to integrate the various capabilities needed for the event.