

West Hollywood Design District Advisory Board Meeting

Date/Time: Wednesday, April 17, at 4:00 pm

Location: La Peer Hotel, 627 N. La Peer Dr.

West Hollywood, CA

Gary Trudell's Location: 121 W 72nd Street, New York, NY 10023



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

- 3) CURRENT FINANCIALS 4:07pm

- 4) UNFINISHED BUSINESS 4:10pm
 - a) Website
 - b) Approval of Budget
 - c) Business Visits/Database Update

- 5) NEW BUSINESS 5:00pm
 - a) Dailey Social Media Strategy
 - b) 2019-2020 Committee Planning Session
 - c) City Streetscape Program

- 6) EXTERNAL PARTNER REPORTS 5:15pm
 - a) City of West Hollywood
 - b) West Hollywood Travel + Tourism Board
 - c) West Hollywood Chamber of Commerce
 - d) Dailey

- 7) BOARD MEMBER COMMENTS 5:20pm

- 8) PUBLIC COMMENTS 4:25pm

- 9) ADJOURNMENT 5:30pm

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 April 17, 2019

Signature: _____

Office of the City Clerk
1017 N La Cienega Blvd, Suite 400; West Hollywood, CA 90069; Tel. 310.289.2534; Fax 310.289.2529

Members Present: Sara Fahlgren; Nick Ingate; Gulla Jonsdottir; Cary Mosier; Marco Pelusi; Caitlin Penny; Nick Rimedio; Katherine Shadley; Craig Susser; Gary Trudell

Members Absent: Darci MacNab; Honorary Board Member Maribel Louie; Honorary Board Member Genevieve Morrill

Also Present: Brant Birkeland (City of West Hollywood); Rashi Chhajed (Dailey); Tom Kiely (Visit West Hollywood); Daylee Maas (Dailey); Steve Mitchell (Dailey); Maribel Munoz (Visit West Hollywood); Jim O'Callaghan (BID Executive Director); Jackie Rocco (City of West Hollywood)

1. Call to Order

Meeting called to order by Chair Nick Ingate at 4:06pm. Ingate stated that the March 2019 agenda was posted.

2. Approval of Minutes and Agenda

Approval of the February 2019 minutes and the March 2019 agenda were motioned by Marco Pelusi, seconded by Gary Trudell and approved.

3. Current Financials

Jim O'Callaghan reviewed the current financials with the board. O'Callaghan informed the board that assessment and program revenue had been received. O'Callaghan reviewed the expenses with the board. Cary Mosier made a motion to approve the February 2019 financials, seconded by Caitlin Penny and approved.

4. Unfinished Business

a) Database/Board Visits

O'Callaghan informed the board that a three-prong approach was being taken in order to complete the database. O'Callaghan stated that a list was bought, listing all the West Hollywood businesses and they were in the process of narrowing down the businesses located in both BIDs. O'Callaghan informed the board that a verification company had been hired that would begin calling every business in the BIDs in order to acquire contact information. O'Callaghan stated that the third prong was getting board members to walk the WHDD, meet their neighbors and collect contact information. O'Callaghan explained that the goal was to have a functional database by the end of May. A discussion ensued.

b) District Renewal

O'Callaghan informed the board that they were in the midst of the renewal process. O'Callaghan briefly explained that renewal process to new board members. O'Callaghan stated that he would be submitting the annual report to the City of West Hollywood by May 1st and encouraged board members to attend the City Council meetings. A discussion ensued.

5. New Business

a) Board Development

O'Callaghan stated that board development was important to the long-term growth and sustainability of this organization. O'Callaghan encouraged the board to start identifying individuals for next year. Nick Rimedio informed the board that Dimple Thakkar who is very involved with the WHCC and participates in the AIDS Monument Board was interested in joining the WHDD Board. Rimedio explained that Thakkar owns a digital marketing agency but it is not within the WHDD and

according to the bylaws the business must be located within the WHDD unless they can provide a skillset that the board does not currently have, then an exception can be made. Rimedio asked the board for their input. A discussion ensued. The board suggested having Thakkar join the marketing committee. The board discussed other potential candidates.

b) Events

Sara Fahlgren informed the board of the upcoming mixer on April 2nd at Cecconi's. O'Callaghan informed the board of the various businesses interested in hosting events in partnership with the WHDD. A discussion ensued.

c) Showroom Program

Trudell informed the board that the Showroom Program was a collaboration within the WHDD to design a window display with products from different businesses. Trudell explained that ultimately the goal was to get exposure and bring shoppers into the WHDD. A discussion ensued.

d) Budget

O'Callaghan informed the board that they were in the process of finalizing the website. O'Callaghan stated that the website would be completed by April 13th. O'Callaghan presented the FY 19/20 budget and reviewed each line item with the board. O'Callaghan informed the board that the budget would need to be approved at the April 17th board meeting.

e) Dailey Update

Steve Mitchell informed the board that everything was going well. Mitchell stated that a strategy document was underdevelopment and would be finalized next week. Mitchell explained that the strategy document would help guide Dailey in ongoing efforts. Mitchell stated that the private board Facebook page would be used proactively to bring BID members together and gather information for social posts. A discussion ensued.

6. External Partner Reports

a) City of West Hollywood

Jackie Rocco informed the board that City Council had approved extending the street closure for the Christopher Street West Pride Parade. A discussion ensued. Rocco reminded the board that on December 19th, parking requirements were reduced for businesses. Rocco encouraged the board to reach out to her or Brant Birkland for assistance in modifying their current parking situation.

b) West Hollywood Travel + Tourism Board

Tom Kiely informed the board that WHTTTB had held their quarterly board meeting earlier in the day and it had been a great success. Kiely stated that hotel business had been right on target with the projected revenue. Kiely informed the board of the upcoming sales missions to the UK, Australia, New York and Dubai.

c) West Hollywood Chamber of Commerce

Rimedio informed the board that the new billboard signage policy had been approved. Rimedio reminded the board of the upcoming State of the City event being held on June 19th at The Jeremy.

7. Board Member Comments

Rimedio suggested creating a printed collateral piece to promote businesses' happy hours in the WHDD. Rimedio informed the board of the International Gelato Festival being held in the PDC, September 28th & 29th. Mosier informed the board that Gracias Madre would host their Cinco de Mayo pop up event once again this year.

8. Public Comments

None

Ingate adjourned the meeting at 5:18pm. The next meeting is scheduled for Wednesday, April 17, 2019 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - March 2019

SCHEDULE I

RECONCILIATION TO OPERATING BUDGET

	Current Month	YTD Actual	FYE 6/30/19 Budget	YTD % of Budget
FUNDS SURPLUS FROM PRIOR YEAR				
WHDD Carryover			\$ 62,062	
TOTAL FUNDS SURPLUS FROM PRIOR YEAR			62,062	
REVENUE AND PROG				
WHDD assessment	\$ -	\$ 109,820	110,850	99.07%
Program revenue	-	25,000	-	-
Program receivable	-	-	-	-
TOTAL REVENUE AND PROGRAMMING	-	134,820	110,850	121.62%
			172,912	
EXPENSES				
Admin & General Operating				
Benefits	-	-	4,750	0.00%
Strategic Planning	-	-	2,500	0.00%
Meetings	776	4,681	8,000	58.51%
Consulting	-	16,667	16,667	100.00%
Membership Dues	-	175	370	47.30%
Office Supplies	-	-	100	0.00%
Parking	-	-	150	0.00%
Payroll	4,583	13,749	38,333	35.87%
Payroll retirement (401k) expense	137	412	1,200	34.33%
Payroll taxes	351	1,291	2,800	46.11%
Postage & Shipping	-	-	100	0.00%
Printing General	-	438	2,000	21.90%
Repairs & Maintenance	-	-	1,000	0.00%
Service Fees	55	623	900	69.22%
Travel & Entertainment	-	96	1,000	9.60%
TOTAL ADMIN & GENERAL OPERATING	5,902	38,132	79,870	47.74%
Marketing				
Creative Development	-	6,475	10,000	64.75%
Premium Giveaways	-	-	3,000	0.00%
Sponsorship	-	4,500	5,000	90.00%
TOTAL MARKETING	-	10,975	18,000	60.97%
Digital Marketing				
Social Media	107	16,812	50,000	33.62%
Website Redesign	40	434	25,000	1.74%
TOTAL DIGITAL MARKETING	147	17,246	75,000	35.36%
TOTAL EXPENSES	6,049	66,353	172,870	

See accountants' compilation report.