

West Hollywood Design District Advisory Board Meeting
Date/Time: Wednesday April 18, 2018, at 4:00 pm
Location: La Peer Hotel, 627 N. La Peer Dr.
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

- 3) CURRENT FINANCIALS 4:07pm

- 4) New Business 4:10pm
 - a) BID Manager Update Report
 - b) Board Retreat Recap / Action Items Update
 - c) Partnership Marketing Update

- 5) UNFINISHED BUSINESS 4:20pm
 - a) Content Management Update – Matte Black
 - b) Street Pole Banner Update – Ben Reiss
 - c) 2018-2019 Annual Report and Budget – Vote

- 6) EXTERNAL PARTNER REPORTS 4:30pm
 - a) City of West Hollywood
 - b) Visit West Hollywood
 - c) West Hollywood Chamber of Commerce

- 7) BOARD MEMBER COMMENTS 4:50PM

- 8) PUBLIC COMMENTS 4:55PM

- 9) ADJOURNMENT 5:00PM

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 18, 2018

Signature: _____
 Office of the City Clerk

8687 Melrose Avenue, Suite M60; West Hollywood, CA 90069; Tel. 310.289.2534; Fax 310.289.2529

Members Present: Caitling Griffing, Nick Ingate, Darci MacNab, Cary Mosier, Marco Pelusi, Nick Rimedio, Liz Solomon, Craig Susser, Gary Trudell, Honorary Honorary Board Member Genevieve Morrill

Members Absent: Honorary Board Member Maribel Louie

Staff Present: Tom Kiely, Maribel Munoz, Ben Reiss

Guests: Brant Birkeland (City of West Hollywood), Andrew Campbell (City of West Hollywood), Rebecca Ehemann (City of West Hollywood), Gulla Jonsdottir, Tracy Paaso (West Hollywood Chamber of Commerce) Jackie Rocco (City of West Hollywood), Greg Stuart (Harmony Solutions)

1. **Call to Order**

Meeting called to order by Chair Nick Ingate at 4:00pm.
Ingate stated that the February 2018 agenda was posted.

2. **Approval of Minutes and Agenda**

A motion was made to approve the February 2018 agenda and the January 2017 minutes, it was seconded and approved.

3. **Current Financials**

Ingate presented the financials to the board. The board briefly discussed the current financials. A motion was made to approve the January 2018 financials, it was seconded and approved.

4. **New Business**

a) **BID Manager Update Report**

Ben Reiss thanked Nick Rimedio for hosting the WHDD board meeting at the La Peer Hotel. Reiss updated the board of new business openings in the WHDD. Reiss informed the board of the brokers roundtable meeting scheduled for March 6th at the La Peer Hotel. Reiss stated that he had met with California Home & Design who would play an integral part in future events and create outward community engagement initiatives. Reiss stated that in four weeks the demolition in the Melrose Triangle would begin and would affect the westbound portion of Melrose Ave. A discussion ensued in regards to groundbreaking projects like the Melrose Triangle. The board stated the importance of keeping an open communication and updating businesses on the progress of the project.

b) **Vice Chair Election – Nomination Subcommittee**

Ingate politely asked Nick Rimedio to leave the room in order for the board to discuss his nomination for Vice Chair. Ingate made a motion to vote Nick Rimedio as Vice Chair for a twelve-month term, it was seconded and approved.

c) **Board Retreat Discussion – Greg Stuart**

Ingate introduced Greg Stuart from Harmony Solutions and explained that Stuart would guide the WHDD board through their board retreat. Ingate explained that the purpose of the board retreat

was to help with the vision and brand strategy of the organization for the next two to three years. Stuart introduced himself to the board and explained he had worked with WHDD in the past and other various organization in West Hollywood. Stuart explained the process to the board. A discussion ensued.

d) WeHo Arts Partnership – Andrew Campbell & Rebecca Ehemann

Reiss introduced Andrew Campbell and Rebecca Ehemann from WeHo Arts. Campbell informed the board that the City's Arts Division had just completed their strategic plan. Campbell explained that the focus was on five principals which included: space, engagement, support, visibility and experimentation. Ehemann informed the board that the Arts Division had just finished a long-term community outreach cultural planning process. Ehemann explained that art project applications are reviewed twice a year. Ehemann stated that in January three projects were approved. Ehemann reviewed the projects with the board. A discussion ensued. Ehemann distributed the WeHo Muralist Roster and briefly explained the process.

5. Unfinished Business

a) Content Management Update

Reiss informed the board that Matte Black was currently working on a month to month basis. Reiss stated that he would soon be scheduling a meeting to have Matte Black meet with the marketing team at VWH in order for everyone to be on the same page and further discuss the scope of work. Reiss reviewed the Matte Black report with the board. Reiss explained that it was worth considering hiring a social media agency to handle the WHDD social media platforms since Matte Black's purview is content creation and not social media management. A short discussion ensued.

b) Street Pole Banner Update

Reiss informed the board that a new flight of creative was submitted by Weedmaps but it was not approved by the city. Reiss stated that Weedmaps was no longer interested in submitting any new creative. Reiss stated that Weedmaps was open to have the creative modified. Reiss stated he was working with a designer to have the metrics modified. The board discussed the possibility of creating a concise guideline for future sponsors.

c) New Member Vote – Gulla Jonsdottir

Rimedio introduced Gulla Jonsdottir to the board. Rimedio explained that Jonsdottir had designed the La Peer Hotel and stated that she had been in the community for years. Jonsdottir introduced herself and gave a brief description of her background. Jonsdottir expressed her desire to join the WHDD board. Cary Mosier made a motion to vote Gulla Jonsdottir onto the WHDD board, it was seconded and approved.

6. External Partner Reports

a) City of West Hollywood

Jackie Rocco updated the board on the homeless initiative. Rocco stated that the City would be sending out contact information and ways to help with the homeless initiative to businesses. Rocco informed the board that a new coffee shop would be moving into

the space below the library. Rocco reminded the board of the upcoming brokers roundtable meeting scheduled for March 6th.

b) Visit West Hollywood

Tom Kiely informed the board of the upcoming sales mission trips to the UK and Australia.

c) West Hollywood Chamber of Commerce

Genevieve Morrill introduced Tracy Paaso, Director of Membership & Events. Morrill updated the board on legislatures that the WHCC was currently working on. Morrill informed the board of the upcoming Leadership Council Meeting scheduled for March 22 to review the new entertainment district with the stadium, new home of the Los Angeles Chargers & Rams. Morrill reminded the board of the ribbon cutting ceremony for the new La Peer Hotel scheduled for February 27th. Morrill reminded the board to save the date for the Women in Leadership Awards scheduled for March 28th.

7. Board Member

None

8. Public Comments

None

Ingate adjourned the meeting at 5:28pm. The next meeting is scheduled for Wednesday, February 21, 2018 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

Members Present: Caitling Griffin, Darci MacNab, Nick Rimedio, Craig Susser, Gary Trudell

Members Absent: Nick Ingate, Gulla Jonsdottir, Cary Mosier, Marco Pelusi, Honorary Board Member Maribel Louie, Honorary Board Member Genevieve Morrill

Also Present: Brant Birkeland (City of West Hollywood), Steve Campbell (City of West Hollywood), Chase Colman (Matte Black), Oscar Delgado (City of West Hollywood), Maribel Munoz (Visit West Hollywood), Tracy Paaso (West Hollywood Chamber of Commerce), Ben Reiss (BID Manager – Consultant), Jackie Rocco (City of West Hollywood)

1. **Call to Order**

Meeting called to order by Vice Chair Nick Rimedio at 4:03pm. Rimedio informed the board that he would be filling in for Nick Ingate who was currently out of the country.

Rimedio stated that the March 2018 agenda was posted.

2. **Approval of Minutes and Agenda**

Due to a lack of quorum the March 2018 agenda and the February 2017 minutes had to be tabled for the next board meeting.

3. **Current Financials**

Darci MacNab reviewed the monthly financial with the board but due to a lack of quorum the current financials had to be tabled for the next board meeting.

4. **New Business**

a) **BID Manager Update Report**

Ben Reiss informed the board that Weedmaps was no longer interested in purchasing the banner space in the Design District. Reiss explained that Weedmaps was not willing to adhere to the banner guidelines set by the City of West Hollywood. Reiss stated that Swing Media was working on finding a replacement sponsor. Reiss stated that the Wynn Hotel Group was interested and creative was currently under review. A discussion ensued. Reiss informed the board that he had reconnected with WestEdge to discuss participation for this year since they had ample time to plan. Reiss informed the board of meetings he had with potential sponsorship partners. Reiss stated that WestWeek was currently taking place in the PDC. Reiss questioned whether they should showcase and promote businesses that don't pay into the bid, a discussion ensued. The board agreed that the bid should fully support the WHDD business first and foremost.

b) **Arts Initiative Update**

Reiss informed the board that he had attended the business arts partnership roundtable put together by the Weho's Arts division. Reiss stated he attended the event along with Gulla Jonsdottir. Reiss

explained that they had the opportunity to engage with a variety of different artist as well as coordinators that do public arts programs.

c) Annual Plan and Budget Discussion

Reiss reviewed the annual plan and budget with the board. Reiss reviewed the top line items in detail. Reiss encouraged the board to share their input and thoughts on anything he might had forgotten to include. A short discussion ensued. Reiss stated that the annual plan and budget had to be completed and approved in the next board meeting.

5. Unfinished Business

a) Content Management Update

Chase Colman informed the board that content was looking great. Colman stated that Matte Black was currently working on developing the April calendar and working on nine blog posts.

b) Street Pole Banner Update

Reiss stated that the Street Pole Banner update had been covered in the BID Manager update.

c) Board Retreat Update

Reiss informed the board that the Board Retreat had been confirmed for April 6th and it would be held at La Peer Hotel. Reiss stated that the retreat would focus on the WHDD's history and developing a new strategic plan.

6. External Partner Reports

a) City of West Hollywood

Oscar Delgado and Steve Campbell presented to the board the Enhanced City Programs to Increase Security and Cleanliness presentation. Delgado explained that currently only certain commercial sidewalks were being cleaned regularly. Delgado stated that this new program was proposing that all commercial sidewalks in West Hollywood be regularly cleaned. Campbell presented the board with before and after pictures of sidewalks once they had been cleaned with the power washers. Delgado reviewed the equipment, benefits and frequency of the program to the board. Delgado explained that they would be presenting the program to council on April 16th and if approved they would begin in the summer. Jackie Rocco updated the board on the cannabis ordinance and application process. Rocco informed the board that the concepts that are being proposed for cannabis lounges are very elegant. Brant Birkeland updated the board on commercial parking requirements.

b) Visit West Hollywood

No report.

c) West Hollywood Chamber of Commerce

Tracy Paaso updated the board on a few key events, which included the Health Fair, Women in Leadership, AMMBI and State of the City. Paaso reminded the board of the two marketing platforms created by the WHCC.

7. Board Member

Caitlin Griffin informed the board that Rose Tarlow broke ground and were hoping to move in Spring 2019.

8. Public Comments

None

Ingate adjourned the meeting at 5:23pm. The next meeting is scheduled for Wednesday, February 21, 2018 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 RECONCILIATION TO OPERATING BUDGET

	Current Month	YTD Actual	FYE 6/30/18 Budget	Budget Remaining
FUNDS SURPLUS FROM PRIOR YEAR				
TOTAL FUNDS SURPLUS FROM PRIOR FY 16/17		\$26,558.00	\$26,558.00	\$26,558.00
REVENUE & PROGRAMMING FY 17/18				
WHDD assessment revenue	-	\$64,070.00		
Program revenue	-			
TOTAL REVENUE & PROGRAMMING	-	\$90,628.00		
EXPENSES				
7/11/17 MailChimp		\$50.00		
7/11/17 Matte Black Group		\$2,000.00		
7/19/17 Pacific Design Center (parking)		\$82.50		
7/20/17 Gold Metropolitan Media		\$1,000.00		
8/2/17 Matte Black Group		\$2,000.00		
8/2/17 Petecia Michelle Coleman (BID Deck)		\$500.00		
8/2/17 Compensation		\$2,867.38		
8/2/17 Reimbursable Expenses		\$37.13		
8/11/17 MailChimp		\$50.00		
8/22/17 Pacific Design Center (parking)		\$132.00		
8/31/17 Compensation		\$1,018.49		
9/5/17 Matte Black Group		\$2,000.00		
9/11/17 MailChimp		\$50.00		
9/30/17 Compensation		\$2,777.77		
9/30/17 Reimbursable Expenses		\$41.15		
10/1/17 Compensation		\$2,777.78		
10/1/17 Reimbursable Expenses		\$126.88		
10/5/17 Matte Black Group		\$2,000.00		
10/11/17 MailChimp		\$50.00		
11/1/17 Compensation		\$2,777.79		
11/1/17 Reimbursable Expenses		\$45.88		
11/1/17 WHCC - CBA 2017		\$3,000.00		

11/11/17 MailChimp	\$50.00			
11/28/17 Pacific Design Center (parking)	\$99.00			
12/1/17 Compensation	\$2,777.78			
12/11/17 MailChimp	\$50.00			
12/12/17 Matte Black Group - Nov	\$2,000.00			
12/12/17 Matte Black Group - Dec	\$2,000.00			
12/12/17 Compensation	\$2,777.78			
12/13/17 FA Daniels - Biz Cards	\$221.23			
12/13/17 La Peer Hotel	\$5,133.35			
12/13/17 West Hollywood Chamber	\$370.00			
1/2/18 Du Vin Wine and Spirits	\$3,285.00			
1/11/18 MailChimp	\$50.00			
1/26/18 Amazon - Office Supplies	\$25.90			
1/31/18 Saved by the Max - New Biz Opening	\$25.00			
2/1/18 Compensation	\$2,777.78			
2/11/18 MailChimp	\$50.00			
2/12/18 Matte Black - Jan	\$2,000.00			
2/12/18 Matte Black - Feb	\$2,000.00			
2/22/18 Pacific Design Center (parking)	\$132.00			
2/24/18 Prepaid Card for BID Manager Exp.	\$252.97			
3/1/18 Compensation	\$2,867.34			
3/11/18 MailChimp	\$50.00			
3/22/18 Matte Black - March	\$2,000.00			
4/1/18 Compensation	\$2,777.78			
4/4/18 Matte Black - April	\$2,000.00			
4/4/18 West Hollywood Chamber	\$2,000.00			
4/5/18 Harmony Solutions	\$1,200.00			
TOTAL EXPENSES	\$64,357.66	\$64,357.66	\$ -	\$ -
TOTAL FUNDS AVAILABLE		\$26,270.34		