

West Hollywood Design District Advisory Board Meeting
Date/Time: Wednesday August 15, 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) UNFINISHED BUSINESS 4:10pm
 - a) BID Manager Report
 - b) Approval of West Edge Design Fair Agreement
 - c) Approval of Design Miami
 - d) Board Retreat Recap Discussion
 - i. Strengthening our board
 - ii. BID Member Survey
 - iii. Working Calendar

- 5) NEW BUSINESS 5:00pm
 - a) Subcommittee Updates – BID Mixer, Brand Marketing
 - b) Content Management Update – Matte Black
 - c) Marketing Collateral Discussion

- 6) EXTERNAL PARTNER REPORTS 5:15pm
 - a) City of West Hollywood
 - b) Visit West Hollywood
 - c) West Hollywood Chamber of Commerce

- 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 August 15, 2018

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: Caitlin Griffin; Nick Ingate; Gulla Jonsdottir; Darci MacNab; Cary Mosier; Marco Pelusi; Nick Rimedio; Craig Susser; Gary Trudell

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

Also Present: Brant Birkeland (City of West Hollywood); Seth Chalmers (Visit West Hollywood); Karen Kuo (Robert Kuo); Jeff Morris (Visit West Hollywood); Maribel Munoz (Visit West Hollywood); Ben Reiss (BID Manager – Consultant), Jackie Rocco (City of West Hollywood); Julissa Rodriguez (Visit West Hollywood); Jennifer Whitmore (Lala Magazine)

1. Call to Order

Meeting called to order by Chair Nick Ingate at 4:06pm. Ingate stated that the July 2018 agenda was posted.

2. Approval of Minutes and Agenda

Approval of the April, May and June 2018 minutes and the May, June and July 2018 agendas was motioned by Marco Pelusi, seconded by Cary Mosier and approved.

3. Current Financials

Darci MacNab reviewed the current financials with the board. Approval of the financials was motioned by Caitlin Griffin, seconded by Pelusi and approved.

4. New Business

a) BID Manager Update Report

Ben Reiss informed the board that assessment bills would be mailed out soon and that a FAQ sheet would be enclosed with the bill. Reiss explained that the FAQ sheet would be enclosed in order to inform businesses of the BID. Reiss stated that a new stakeholder newsletter was being drafted. Reiss informed the board that he had recently drafted a partnerships deck which explains what the WHDD is and what it has to offer in order to raise awareness of the WHDD. Reiss stated that Mini vehicles is postponing the partnership with the WHDD until early 2019 and would be interested in sponsoring banners as well. Reiss stated the Project X was still interested in sponsoring banners for November and December. Reiss shared city approved banner creative that had been produced by Happy Hour Agency. Reiss explained that they were just waiting on the \$8,000 deposit in order to begin producing the banners. Reiss briefly updated the board of attendee list for the WHDD BID mixer. Reiss informed the board that the marketing committee would be meeting next week.

b) Robertson Block Party

Jennifer Whitmore informed the board of the various businesses that were interested in participating in the Robertson Block Party. Whitmore explained the concept and purpose of the Robertson

Block Party. The WHDD BID agreed to support the Robertson Block Party by promoting the event via email blasts and social media.

c) West Edge Design Fair

Reiss informed the board that he had discussed booth options with West Edge and stated that the cost for a smaller booth ranged from \$8,000-\$9,000 and the larger booth cost \$12,000. A discussion ensued.

d) Design Miami

Gulla Jonsdottir and Karen Kuo informed the board that they had been working on International Design Week in West Hollywood but figured it would take a couple of years to make it happen. Jonsdottir stated that the goal was to have the WHDD recognized as an international destination for creatives. Jonsdottir explained that there was an opportunity to participate in Design Miami/Curio, an exhibition platform for art and design galleries. Jonsdottir stated that no other city had participated as a collaborative group and that only 8 applicants were accepted out of roughly 100 applicants. Jonsdottir stated that the cost was about \$15,000 for the booth. Jonsdottir explained the proposal that they were planning to submit and informed the board of businesses in the WHDD that were already interested in participating. A discussion ensued.

e) Rocky Lafleur Event

Nick Rimedio informed the board of the Lifetime Achievement Award Celebration honoring Rocky Lafleur that would take place on September 26 at the PDC. Rimedio stated that the PDC had donated a floor for the large party and that the La Peer hotel would also be hosting an after party. A discussion ensued.

f) Design District Collateral: Map Project and Happy Hour Agency

Nick Rimedio shared Katie Bright's proposal for creating a directory for the WHDD. Rimedio reviewed the proposal with the board and stated that the design fee would cost \$10,000. A discussion ensued. Reiss shared the Happy Hour Agency proposal and stated that they had produced the annual report and the creative concepts for the Swiss X banners. Reiss explained that they would be purchasing 35 hours for \$125/hour in advance to create projects currently in the pipeline. A discussion ensued. Approval of the Happy Hour Agency proposal was motioned by Mosier, seconded by Jonsdottir and approved.

5. Unfinished Business

a) Subcommittee Updates – BID Mixer, Brand Marketing

Reiss reminded the board of the upcoming board mixer at La Peer Hotel. The board briefly discussed the message the BID wanted to convey at the mixer.

b) Content Management Update – Matte Black

Julissa Rodriguez informed the board that she was assisting Chase Colman in reaching out to businesses and encourage them to participate in takeover Tuesdays. Rodriguez stated that Matte Black would go out and take pictures if businesses could not do it themselves.

c) Website Discussion

Seth Chalmers stated that due to the rebranding of the WHDD the creation of the new website had to be placed on hold for a while. Jeff

Morris informed the board that VWH had just assisted the SSBID to create their new website and at this point the VWH team has a good system and process in assisting with the new site. Morris stated that the SSBID had funded their own website and the cost was \$25,000 and he figured the cost would be approximately the same for the WHDD. Chalmers stated that the WHDD might want to focus more on content and stated that the website would take approximately 8 to 10 weeks to complete. A discussion ensued.

d) Approval of Amended Bylaws

Maribel Munoz informed the board of the minor changes made to the bylaws. Munoz explained that the goal was to create consistent bylaws between both business improvement districts and VWH. Approval of the amended bylaws was motion by Gary Trudell, seconded by Pelusi and approved.

6. External Partner Reports

a) City of West Hollywood

Jackie Rocco informed the board that assessment bills would be mailed out next week. Rocco stated that the City was still working on the zoning text amendment to reduce parking requirements. Rocco explained that the parking requirements were outdated and no longer reflected the demand for today's parking needs. Rocco stated that this item would be taken to the Planning Commission on October 4th and to City Council on November 5th.

b) Visit West Hollywood

Morris informed the board of the Tourism Summit, scheduled for August 30th.

c) West Hollywood Chamber of Commerce

No report.

7. Board Member

None

8. Public Comments

None

Ingate adjourned the meeting at 5:32pm. The next meeting is scheduled for Wednesday, August 15, 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

	<u>Current</u>	<u>YTD</u>	<u>FYE 6/30/19</u>	<u>Budget</u>
	<u>Month</u>	<u>Actual</u>	<u>Budget</u>	<u>Remaining</u>
FUNDS SURPLUS FROM PRIOR YEAR				
TOTAL FUNDS SURPLUS FROM PRIOR FY 17/18		\$62,062.53	\$62,062.53	\$62,062.53
REVENUE & PROGRAMMING FY 18/19				
Program revenue	-			
TOTAL REVENUE & PROGRAMMING	-	\$62,062.53		
EXPENSES				
7/1/18 Compensation		\$2,777.78		
7/8/18 Facebook		\$25.00		
7/10/18 MailChimp		\$50.00		
7/18/17 Matte Black Group		\$2,500.00		
7/19/18 Cloudfare - Website		\$20.00		
7/21/18 Facebook		\$2.66		
7/21/18 Facebook		\$47.34		
8/1/18 Compensation		\$2,777.78		
8/2/18 Facebook		\$34.45		
8/7/18 Matte Black Group		\$2,500.00		
TOTAL EXPENSES:		\$10,735.01	\$10,735.01	
TOTAL FUNDS AVAILABLE		\$51,327.52		