

**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) Transition update
  - b) Event Committee proposed calendar 2019/2020
  - c) Pride survey & follow up for 2020
  - d) West Edge Planning- Katie Bright cost
  - e) Gelato Festival- Sept. 28 & 29- Sponsorship proposal
  - f) "Ciclaviva: Meet the Hollywoods"- email blast to the businesses regarding closures
  
- 5) NEW BUSINESS 4:30pm
  - a) Website Content Plan- articles, social, etc.
  - b) Holiday Walk
  
- 6) EXTERNAL PARTNER REPORTS 5:00pm
  - a) Dailey
  - b) City of West Hollywood
  - c) West Hollywood Travel + Tourism Board
  - d) West Hollywood Chamber of Commerce
  
- 7) BOARD MEMBER COMMENTS 5:20pm
  
- 8) PUBLIC COMMENTS 5:25pm
  
- 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 21, 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; Cary Mosier; Marco Pelusi; Caitlin Penny; Nick Rimedio; Katherine Shadley; Dimple Thakkar; Gary Trudell; Honorary Board Member Maribel Louie; Honorary Board Member Genevieve Morrill

Members Absent: Nick Ingate; Gulla Jonsdottir; Darci MacNab; Craig Susser; Tom Kiely (Honorary Board Member)

Also Present: Elizabeth Calvert (Dailey); Seth Chalmers (Visit West Hollywood); Rashi Chhajer (Dailey); Rebecca Ehemann (City of West Hollywood); Dayle Maas (Dailey); Steve Mitchell (Dailey); Maribel Munoz (Visit West Hollywood); Julissa Rodriguez (Visit West Hollywood); Tara Worden (City of West Hollywood)

**1. Call to Order**

Meeting called to order by Vice Chair Nick Rimedio at 4:08pm. Rimedio stated that the June 2019 agenda was posted.

**2. Approval of Minutes and Agenda**

Approval of the June 2019 minutes and the July 2019 agenda were motioned by Katherine Shadley, seconded by Caitlin Penny and approved.

**3. Current Financials**

Rimedio reviewed the current financials with the board. Rimedio informed the board that the usual expenses were reflected. Marco Pelusi made a motion to approve the current financials, seconded by Shadley and approved.

**4. Unfinished Business**

**a) Website Update**

Seth Chalmers informed the board that the soft launch of the new website had been on July 12 and that all the blog posts from the old website had been migrated to the new site. Julissa Rodriguez explained that new blog posts were being written. Rodriguez stated that a writer had been hired to produce 10 new blogs that would be completed at the end of August. Rodriguez stated that the blogs would cover the topics of food, fashion and design. Chalmers quickly recapped the goals of the new website and explained how it differed from the old one. Chalmers reviewed the highlights of the new website. Chalmers stated that he would closely monitor the analytics but website traffic had already increased. The board discussed ideas on the best ways to communicate the new website to WHDD businesses and take the opportunity to inform them of the BID. The board discussed the possibility of creating video content for the website.

**b) Event Committee Report – Calendar 19/20**

The board discussed hosting a quarterly new member orientation breakfast in order to engage with new businesses. Shadley informed the board that the events sub-committee had met and they proposed creating an annual calendar to mark all events taking place throughout the year. Shadley informed the board of the possible dates for the upcoming mixers and recommended keeping the dates to the third Thursday of the month. A discussion ensued. Shadley stated that she would email the calendar and proposal to the board for their review.

**c) Marketing Committee Report – Social Review**

Dimple Thakkar informed the board that the marketing sub-committee had met to discuss the new strategy now that all digital platforms had been reactivated. Thakkar explained the importance of collecting email addresses and building up the database in order not to be controlled by any algorithm changes. Chalmers informed the board that there was currently no email subscribe option on the website but it could be easily added. Steve Mitchell stated that a strategy should be built around the email subscription opt in. Chalmers stated that there was a business distribution list but it was not current. A discussion ensued.

**d) Pride Survey & Follow up for 2020**

Rimedio informed the board that a Pride survey was sent out to the WHDD but the results were not ready and would be discussed in the August board meeting. Rimedio stated that CSW was hosting a meeting either in August or September to discuss Pride 2020.

**5. New Business**

**a) Transition Update**

Rimedio informed the board that Jim O’Callaghan was no longer with the company. Rimedio explained that Tom Kiely and Jeff Morris were leading the interviewing efforts. Rimedio stated that there were a couple of candidates and the hopes were to fill the position by the end of the month.

**b) WestEdge Planning**

Gary Trudell informed the board that the WHDD BID had participated in WestEdge in the past to give exposure to the district. Trudell explained he had contacted Katie Bright for assistance with the design of the booth. Trudell stated that Bright had already completed work related to WestEdge. The board discussed the budget for WestEdge and what had been spent in the past. The board decided to gather proposals and WHDD BID budget information necessary in order to make an informed decision on how to move forward at the August board meeting.

**c) Gelato Festival: Sept 28 & 29**

Rimedio informed the board that the Gelato Festival was scheduled for September 28 & 29 and would be held at the Pacific Design Center. Rimedio explained that he met the creators of the Gelato Festival through Brant Birkeland and gave them a tour of West Hollywood. Rimedio stated that these festivals have been held throughout Europe and came to the United States 3 years ago. Rimedio stated they would be opening their first brick and mortar store in West Hollywood as well. Rimedio explained how the festival worked and how the WHDD BID could get involved.

**d) Ciclavia: Meet the Hollywoods**

Maribel Louie informed the board that the City of West Hollywood was hosting Ciclavia taking place on August 18. Louie distributed postcards with all the information regarding Ciclavia. Louie informed the board that businesses could participate with Ciclavia and in doing so they would get promotion on the Ciclavia website. The board briefly discussed partnering with the WHCC to have a presence at Ciclavia.

**6. External Partner Reports**

**a) Dailey**

Dailey distributed the monthly report but due to time they did not present.

**b) City of West Hollywood**

Rebecca Ehemann informed the board that the City of West Hollywood would be hosting an arts festival. Ehemann informed the board of the curator, Ed Woodham, founder and curator of *Art in Odd Places*. Ehemann stated that Woodham would be hosting an Artist Talk on July 24 and a Public Intervention Workshop on July 26 at Eveleigh. Ehemann stated that the *Arts in Odd Places* was very project specific and that

the Arts Division was also thinking of art festivals in a bigger capacity as well. Ehemann explain that the Arts Division had hired a team to conduct a feasibility study in order to determine if a bigger arts festival could be hosted and what it would look like in West Hollywood. Ehemann stated that once the results were finalized she would share with the board. Ehemann informed the board that city streetscape project for the WHDD had started and that City Council had approved an artist for the Beverly gathering area and artists for the Melrose gathering were still being reviewed.

**c) West Hollywood Travel + Tourism Board**

No report.

**d) West Hollywood Chamber of Commerce**

No report.

**7. Board Member Comments**

None

**8. Public Comments**

None

Ingate adjourned the meeting at 5:40pm. The next meeting is scheduled for Wednesday, August 21, 2019 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

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

RECONCILIATION TO OPERATING BUDGET

	Current Month	YTD Actual	FYE 6/30/20 Budget	YTD % of Budget
<b>FUNDS SURPLUS FROM PRIOR YEAR</b>				
WHDD Carryover			\$ 69,830	
<b>TOTAL FUNDS SURPLUS FROM PRIOR YEAR</b>			<b>69,830</b>	
<b>REVENUE AND PROG</b>				
WHDD assessment	\$ -	\$ -	110,850	0.00%
Program revenue	-	-	75,000	-
Program receivable	-	-		
<b>TOTAL REVENUE AND PROGRAMMING</b>	<b>-</b>	<b>-</b>	<b>185,850</b>	<b>0.00%</b>
			<b>255,680</b>	
<b>EXPENSES</b>				
<b>Admin &amp; General Operating</b>				
Benefits	336	336	8,000	4.20%
Planning & Development	-	-	6,500	0.00%
Membership Dues	-	-	370	0.00%
Office Supplies	-	-	100	0.00%
Parking	-	-	150	0.00%
Payroll	7,572	7,572	70,000	10.82%
Payroll retirement (401k) expense	90	90	2,000	4.50%
Payroll taxes	579	579	5,000	11.58%
Postage & Shipping	-	-	100	0.00%
Printing General	-	-	2,000	0.00%
Repairs & Maintenance	-	-	250	0.00%
Service Fees	62	62	900	6.89%
Travel & Entertainment	-	-	750	0.00%
<b>TOTAL ADMIN &amp; GENERAL OPERATING</b>	<b>8,639</b>	<b>8,639</b>	<b>96,120</b>	<b>8.99%</b>
<b>Marketing</b>				
Creative Development	-	-	10,000	0.00%
Events & Programming	-	-	14,000	0.00%
Sponsorship	-	-	6,000	0.00%
<b>TOTAL MARKETING</b>	<b>-</b>	<b>-</b>	<b>30,000</b>	<b>0.00%</b>
<b>Digital Marketing</b>				
Social Media	5,000	5,000	60,000	8.33%
Website Redesign	1,207	1,207	9,000	13.41%
<b>TOTAL DIGITAL MARKETING</b>	<b>6,207</b>	<b>6,207</b>	<b>69,000</b>	<b>21.74%</b>
<b>TOTAL EXPENSES</b>	<b>14,846</b>	<b>14,846</b>	<b>195,120</b>	