

West Hollywood Design District Advisory Board Meeting

Date/Time: Wednesday, December 12, 2018, at 4:00 pm

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

West Hollywood, CA

Caitlin Penny's Location: Halcyon Hotel: 245 Columbine St., Denver, CO 80206



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 Executive Director Update
 - b) Sub Committee Marketing
 - i) Website
 - ii) Social Agency
 - c) Sub Committee Events
 - i) Update for 2019 calendar of events
 - ii) Art Walk
 - d) Sub Committee Frieze
 - i) Update
 - ii) Budget approval
 - e) Content Management Update
 - f) Banner Update

- 5) NEW BUSINESS 5:00pm
 - a) New board members for 2019
 - a. Review candidates for new board seats
 - b) Board Retreat

- 6) EXTERNAL PARTNER REPORTS 5:15pm
 - a) City of West Hollywood
 - b) West Hollywood Travel + Tourism Board
 - 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 December 12, 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: Nick Ingate; Gulla Jonsdottir; Marco Pelusi; Nick Rimedio

Members Absent: Caitlin Griffin; Darci MacNab; Cary Mosier; Craig Susser; Gary Trudell;
Honorary Board Member Maribel Louie; Honorary Board Member Genevieve Morrill

Also Present: Seth Chalmers (Visit West Hollywood); Chase Colman (Matte Black); Tom Kiely (Visit West Hollywood); Maribel Munoz (Visit West Hollywood); Jackie Rocco (City of West Hollywood); Julissa Rodriguez (Visit West Hollywood);

1. Call to Order

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

2. Approval of Minutes and Agenda

Due to a lack of quorum the October 2018 minutes and November 2018 agenda had to be tabled for the next board meeting.

3. Current Financials

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

4. Unfinished Business

a) BID Executive Director Update: New Role Search

Ingate informed the board that there had been various interviews for the Executive Director position. Ingate stated that they had a strong candidate and were close to making an offer. Ingate explained that they were hoping to have the position filled by January.

b) Subcommittee Update – Marketing

Seth Chalmers informed the board that the marketing committee had discussed the functionality of the website. Chalmers explained that a brief survey would be sent to the board in order to determine the priorities of what the website should be. Ingate informed the board that they were in search of a new social agency. Ingate explained that Matte Black specialized only on content creation and the WHDD BID was in search of an agency that also helped with the community management. Ingate stated that this RFP was offered to Matte Black first but since it is not within their scope of work, the RFP was released to various PR/Social agencies. Ingate stated that pitches had been completed on November 16th and a decision would be made soon. Ingate explained that last year the board had approved an expenditure of \$3,000 to gift wine bottles to the WHDD businesses for the holidays. Ingate stated that in next month's meeting the board would discuss how to move forward with holiday gifts.

c) Content Management Update – Matte Black

Chase Colman informed the board that engagement had increased by 20% on Instagram but channel growth was still stagnant. Colman stated that the quarterly shoot had been completed and the images would be available soon.

d) Subcommittee Update – Events

Marco Pelusi informed the board that the mixer had been a great success due to everyone spreading the word. Pelusi stated that the next mixer was scheduled for February 7th at Marco Pelusi Hair Studio. Gulla Jonsdottir informed the board that she had met with the manager of Cecconi's and they were interested in hosting a BID

mixer. Nick Rimedio suggested creating a calendar for the mixers since there was so much interest from the community to host. Jonsdottir informed the board that WestEdge had been a great success and it was great to see the community come together. Jonsdottir stated that the only downside was not having a personal photographer since she still had not received any of the photography that WestEdge had promised. Rimedio thanked Jonsdottir and Karen Kuo for spearheading the project.

e) Banner Update

Ingate informed the board that Jeff Morris had a fashion brand interested in purchasing the banners for the month of December for \$30,000. Ingate stated that the city had already approved the creative and they were just waiting to finalize the contract.

5. New Business

a) Art Program

Jonsdottir informed the board that there was an opportunity to be a part of a satellite program connected to the Frieze event. Jonsdottir stated that there would be a \$3,500 participation fee which would also include them in the Frieze magazine. Kuo suggested creating programming that was small and simple but that would have a great impact. A discussion ensued. Jonsdottir suggested creating a subcommittee to discuss the details. The board decided to begin programming for the event at the subcommittee level and be ready to make a vote at the December meeting.

6. External Partner Reports

a) City of West Hollywood

Jackie Rocco informed the board that the City Council had approved the reduction in parking requirements. Rocco stated that there had also been changes made to the special permit requirements. Rocco explained that certain events would no longer require a permit

b) West Hollywood Travel + Tourism

Tom Kiely informed the board of all of the upcoming sales missions. Kiely updated the board on the successful LA Client event that took place at Catch earlier this month.

c) West Hollywood Chamber of Commerce

Rimedio informed the board that the WHCC's mixer was scheduled for December 5th at SUR. Rimedio reminded the board of Shop Small Saturday.

7. Board Member

None

8. Public Comments

None

Ingate adjourned the meeting at 5:10pm. The next meeting is scheduled for Wednesday, December 12, 2018 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - November 2018

SCHEDULE I

RECONCILIATION TO OPERATING BUDGET

	Current Month	YTD Actual	FYE 6/30/18 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	\$ 27,770	\$ 95,960	110,850	86.57%
Program revenue	-	-	-	-
TOTAL REVENUE AND PROGRAMMING	27,770	95,960	110,850	86.57%
			172,912	
EXPENSES				
Admin & General Operating				
Benefits	-	-	4,750	0.00%
Strategic Planning	-	-	2,500	0.00%
Meetings	-	-	8,000	0.00%
Consulting	-	16,667	16,667	100.00%
Membership Dues	-	-	370	0.00%
Office Supplies	-	-	100	0.00%
Parking	-	-	150	0.00%
Payroll	-	-	38,333	0.00%
Payroll retirement (401k) expense	-	-	1,200	0.00%
Payroll taxes	-	-	2,800	0.00%
Postage & Shipping	-	-	100	0.00%
Printing General	-	169	2,000	8.45%
Repairs & Maintenance	-	-	1,000	0.00%
Service Fees	75	363	900	40.33%
Travel & Entertainment	-	-	1,000	0.00%
TOTAL ADMIN & GENERAL OPERATING	75	17,199	79,870	21.53%
Marketing				
Creative Development	-	5,660	10,000	0.00%
Premium Giveaways	-	-	3,000	0.00%
Sponsorship	-	4,500	5,000	0.00%
TOTAL MARKETING	-	10,160	18,000	0.00%
Digital Marketing				
Social Media	2,694	13,127	50,000	26.25%
Website Redesign	-	-	25,000	0.00%
TOTAL DIGITAL MARKETING	2,694	13,127	75,000	26.25%
TOTAL EXPENSES	\$ 2,769	\$ 40,486	\$ 172,870	

See accountants' compilation report.