

West Hollywood Design District Advisory Board Meeting
Date/Time: Tuesday, December 17, 2019 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) EXTERNAL PARTNER REPORTS 4:10pm
 - a) Dailey
 - b) City of West Hollywood
 - c) West Hollywood Travel + Tourism Board
 - d) West Hollywood Chamber of Commerce

- 5) UNFINISHED BUSINESS 4:30pm
 - a) Event Committee-
 - i) 2020 Calendar
 - ii) Holiday Mixer Decoration cost of \$11K
 - b) Marketing Committee

- 6) NEW BUSINESS 5:00pm
 - a) Frieze updates
 - b) Board Retreat- review possible dates

- 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 December 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; Cary Mosier; Nick Rimedio; Katherine Shadley; Dimple Thakkar; Honorary Board Member Francisco Contreras

Members Absent: Gulla Jonsdottir; Darci MacNab; Marco Pelusi; Caitlin Penny; Craig Susser; Honorary Board Member Tom Kiely; Honorary Board Member Genevieve Morrill

Also Present: Andrew Campbell (City of West Hollywood); Seth Chalmers (Visit West Hollywood); Rashi Chhajer (Dailey); Paolo Kespradit (City of West Hollywood); Steve Mitchell (Dailey); Maribel Munoz (Visit West Hollywood); Julissa Rodriguez (Visit West Hollywood); Jillian Schultz (Two Tigers Production); Leah Thompson (Two Tigers Production); Charney Weiss (Dailey); Ed Woodham (Art in Odd Places); Tara Worden (City of West Hollywood)

1. Call to Order

Meeting called to order by Chair Nick Rimedio at 4:10pm. Rimedio stated that the November 2019 agenda was posted.

2. Approval of Minutes and Agenda

Due to a lack of quorum the approval of the November 2019 agenda and the October 2019 minutes had to be tabled for the next board meeting.

3. Current Financials

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

4. External Partner Report

a) Dailey

Charney Weiss informed the board that Dailey was presenting a new reporting format and were excited to hear everyone's thoughts. Weiss stated that the team was reviewing the strategy/goals and decided to give everything a refresh. Weiss reviewed how metrics were measured for both Instagram and Facebook. Weiss stated that since Dailey started both Instagram and Facebook had seen major growth. Rashi Chhajer presented the new reporting format to the board. Chhajer reviewed the growth, impressions and engagement for both Instagram and Facebook. Chhajer reviewed the top 3 posts for each platform as well. A short discussion ensued in regard to KPIs.

b) City of West Hollywood

Andrew Campbell, City of West Hollywood Arts Division Manager, informed the board that in 2017 a comprehensive cultural planning process for the City of West Hollywood had taken place. Campbell stated that there had been tons of input from the community and they were now in the process of implementing components of the cultural plan. Campbell stated that one of the things that came up from discussions with the community members is that many people wanted to see an arts festival in West Hollywood. Campbell explained that the city considers the following events as art festivals: LA Pride, Halloween Carnival and Russian Cultural festival. Campbell stated that the Arts Division was trying to determine what another arts festival could be for West Hollywood and what would be the feasibility of doing that sort of festival. Campbell explained that they partnered with Two Tigers Production to assist with the arts feasibility study process. Jillian Schultz from Two Tigers Production introduced herself and informed the board of the survey available online to collect feedback from

stakeholders and community members. Schultz stated that they were also conducting a series of meetings with key stakeholders in the community. Schultz asked the board for their input in regard to a potential arts festival, a discussion ensued. Campbell introduced Ed Woodham, creator and director of Art in Odd Places. Woodham briefly shared his background and explained that his work focused on community engagement and social justice. Tara Worden informed the board that there were 3 big development projects happening in the WHDD. Worden shared the excavation schedules for the following projects: Melrose Triangle - December 2019, La Peer project - May 2020 and the Robertson Lane project – June 2020. Worden informed the board that the WHDD Streetscape project is phased to be concurrent with the opening of these 3 other projects. Worden explained that everything should be completed by October 2022. A discussion ensued.

c) West Hollywood Travel + Tourism Board

Seth Chalmers informed the board that in October the WHTTTB held its first annual Eat + Drink Week. Chalmers explained that a recap report was being prepared and there would be more information to share soon. Rimedio informed the board that the RFP process in regard to finding a company to manage the BIDs was still underway but that he did not expect to have a firm in place until April. A discussion ensued in regard to the streamlining of tasks associated with the WHDD. The board also discussed the importance of forming a welcoming committee. Rimedio stated that a board retreat should be scheduled in January even if there is no director in place.

d) West Hollywood Chamber of Commerce

Rimedio reminded the board of the Creative Business Awards scheduled for November 21st. Rimedio stated that the WHDD was a presenting sponsor for the event and that there were still 2 seats available at the table.

5. Unfinished Business

a) Event Committee – Holiday Mixer

Rimedio informed the board that the Holiday mixer was scheduled for December 5th. Katherine Shadley informed the board that she was working on getting all the decorations set up. Shadley explained that they were planning on obtaining ornaments with logos from the WHDD businesses. Shadley informed the board that she would be handing out printed invitations to businesses.

b) Marketing Committee – New Membership

Dimple Thakkar informed the board that the Marketing committee was trying to find a date to meet in December. Thakkar stated that she would create an agenda and send it out in advance. Thakkar stated that the committee consisted of: Gulla, Katherine, Caitlin, Marco and herself. Shadley stated that she was still working on putting together an annual calendar.

6. New Business

a) Streetscape Program

The Streetscape program was discussed during the City of West Hollywood presentation.

b) Frieze Planning – Feb 2020 & 2021

Rimedio explained that Frieze 2020 would take place at Paramount Studios and an after party would be held in West Hollywood. Rimedio stated that he had pitched the idea of holding Frieze 2021 in West Hollywood. The board discussed the possible locations for a large event like Frieze.

c) Open Board Seats

Rimedio explained that the board could be expanded to 15 members and proposed the possibility of filling up more seats. Rimedio stated that there were 4 open seats.

7. Board Member Comments

None

8. Public Comments

None

Rimedio adjourned the meeting at 5:40pm. The next meeting is scheduled for Wednesday, December 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 - November 2019
 RECONCILIATION TO OPERATING BUDGET

	Current Month	YTD Actual	FYE 6/30/20 Budget	YTD % of Budget
FUNDS SURPLUS FROM PRIOR YEAR				
WHDD Carryover			\$ 69,830	
TOTAL FUNDS SURPLUS FROM PRIOR YEAR			69,830	
REVENUE AND PROG				
WHDD assessment	\$ -	\$ 67,490	110,850	60.88%
Program revenue	-	-	75,000	-
Program receivable	-	-		
TOTAL REVENUE AND PROGRAMMING	-	67,490	185,850	36.31%
			255,680	
EXPENSES				
Admin & General Operating				
Benefits	-	336	8,000	4.20%
Planning & Development	-	-	6,500	0.00%
Membership Dues	380	380	370	102.70%
Office Supplies	-	-	100	0.00%
Parking	-	-	150	0.00%
Payroll	-	7,572	70,000	10.82%
Payroll retirement (401k) expense	-	90	2,000	4.50%
Payroll taxes	-	579	5,000	11.58%
Postage & Shipping	-	-	100	0.00%
Printing General	-	-	2,000	0.00%
Repairs & Maintenance	-	-	250	0.00%
Service Fees	66	300	900	33.33%
Travel & Entertainment	-	-	750	0.00%
TOTAL ADMIN & GENERAL OPERATING	446	9,257	96,120	9.63%
Marketing				
Creative Development	-	-	10,000	0.00%
Events & Programming	19	19	14,000	0.14%
Sponsorship	-	25,000	6,000	416.67%
TOTAL MARKETING	19	25,019	30,000	83.40%
Digital Marketing				
Social Media	5,000	26,105	60,000	43.51%
Website Redesign	-	1,388	9,000	15.42%
TOTAL DIGITAL MARKETING	5,000	27,493	69,000	58.93%
TOTAL EXPENSES	5,465	61,769	195,120	