

AGENDA

- 1) CALL TO ORDER 4:00pm
 - a) Self-Introductions/Roll Call
 - b) Posting of Agenda
 - c) Board Comments on Agenda

- 2) EXTERNAL PARTNER REPORTS 4:05pm
 - a) City of West Hollywood
 - b) West Hollywood Travel + Tourism Board
 - a) West Hollywood Chamber of Commerce

- 3) BOARD MEMBER COMMENTS 4:20pm

- 4) APPROVAL OF AGENDA & RECEIVE MINUTES 4:25pm

- 5) CURRENT FINANCIALS 4:30pm

- 6) UNFINISHED BUSINESS 4:35pm
 - a) Website – Update and Discussion
 - b) Frieze Update
 - c) Annual Event Planning
 - d) Potential New Board Member
 - e) Approval of Daley Agreement

- 7) NEW BUSINESS 5:00pm
 - a) Database
 - b) Banner Program
 - c) Daley Programming
 - d) Newsletter and Communication

- 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 February 20, 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: Nick Ingate; Gulla Jonsdottir; Marco Pelusi; Nick Rimedio; Gary Trudell;
Honorary Board Member Maribel Louie; Honorary Board Member Genevieve Morrill

Members Absent: Darci MacNab; Cary Mosier; Caitlin Penny; Craig Susser

Also Present: Brant Birkeland (City of West Hollywood); Seth Chalmers (Visit West Hollywood); Sara Falgren (Cecconis); Jeff Morris (Visit West Hollywood); Maribel Munoz (Visit West Hollywood); Jim O'Callaghan (BID Executive Director); Jackie Rocco (City of West Hollywood); Julissa Rodriguez (Visit West Hollywood); Katherine Shadley (Grande Maison); Dimple Thakkar (Synhergy); Dailey & Associates Team

1. Call to Order

Meeting called to order by Vice Chair Nick Rimedio at 1:16pm. Rimedio stated that the January 2019 agenda was posted.

2. Approval of Minutes and Agenda

Approval of the December 2018 minutes and January 2019 agenda were motioned by Marco Pelusi, seconded by Gulla Jonsdottir and approved.

3. Current Financials

Jim O'Callaghan reviewed the current financials with the board. O'Callaghan explained that further in the meeting the board would discuss how it would look like financially to partner with Dailey & Associates. Pelusi made a motion to approve the December 2018 financials, seconded by Gary Trudell and approved.

4. New Business

a) New Board Member Votes

Rimedio informed the board that after attending last month's meeting, Sara Falgren from Cecconi's and Katherine Shadley from Grande Maison were interested in joining the WHDD BID Board. Both Falgren and Shadley re-introduced themselves and expressed their interest in joining the board. Falgren and Shadley were asked to step out while the board discussed. Trudell made a motion to approve Sara Falgren's and Katherine Shadley's nominations and add them to the West Hollywood Design District Advisory Board, seconded by Pelusi and approved. Maribel Louie conducted the new member oath to Sara Falgren and Katherine Shadley.

5. Unfinished Business

a) Website Marketing Survey Results

Seth Chalmers stated that a survey had been sent via SurveyMonkey in order to determine the primary functionality of the website. Chalmers explained that based on the survey results, editorial content was the most important functionality followed by an events calendar and a business directory.

b) Calendar Q-1

Pelusi reminded the board of the upcoming BID Mixer on February 7th at Marco Pelusi's Hair Studio. Pelusi stated that an invite would be coming soon. Pelusi informed the board that BID Mixers would be held every 2 months in order to keep the momentum going. The board furthered discussed the goals of these mixers.

c) Frieze Update

Jonsdottir informed the board that the WHDD BID would be hosting a Frieze affiliated after party/open house on February 16th to attract the international clientele and art collectors. Jonsdottir gave details of the Block Party along Melrose & San Vicente and the after party at the La Peer Hotel. Jeff Morris stated that WHTTB would work internally and help translate any creative and artwork into email blasts and social media posts. Morris explained that due to WHTTB's association with LA Tourism and LA Tourism's sponsorship with Frieze, tickets for the preview of the Frieze event would be provided to the WHDD BID Board for February 14th. Rimedio stated that due to the La Peer's Hotel sponsorship of Frieze, he also had tickets for the event if anyone was interested. A discussion ensued.

d) Dailey Contract

Rimedio informed the board that Dailey & Associates were in attendance to share their presentation to the board and that the brain storming would continue after that. O'Callaghan introduced Steve Mitchell from Dailey, who briefly gave a quick background on the company and introduced the rest of the team. Dailey & Associates reviewed their presentation deck with the board. Dailey focused on sharing the Strategy, Creative Concepts and Social Media Tactics. A discussion ensued.

6. External Partner Reports

a) City of West Hollywood

Jackie Rocco informed the board that the new parking requirements had gone into effect on December 19th. Rocco quickly explained the process to amend any current parking requirements. Rocco informed board that the City was working with the new cannabis license awardees to get their businesses open. Louie informed the board that starting in January the BID Establishment Proceedings would begin. Louie explained that it is a process that happens every year in which a public hearing would take place in front of City Council. Louie encouraged the board to attend the key council meetings. A short discussion ensued.

b) West Hollywood Travel + Tourism Board

Morris stated that the West Hollywood hotels seemed to be doing well and that WHTTB was right on target with revenue. Morris informed the board of the upcoming sales missions to the UK and Australia.

c) West Hollywood Chamber of Commerce

Genevieve Morrill informed the board of the upcoming AMMBI event scheduled for February 13th from 6pm-8pm. Morrill explained that the WHCC was working on cannabis legislation. Morrill informed the board that minimum wage had increased to \$12/hour starting January 1st.

7. Strategy Session

O'Callaghan explained to the board that they had budgeted for the social media portion of the Dailey contract but not for the other add-ons. O'Callaghan stated that in next month's meeting a vote would need to take place in regards to the Dailey contract. O'Callaghan encouraged the board to reach out to him with any questions they may have.

a) Revisit April Retreat 2018/Vision for 2019-2020

Rimedio reminded the board that at the April Board Retreat they had come up with 4 major strategies: Cultural Hub, Online Experience, Business Value, Board of Directors. Rimedio and O'Callaghan reviewed each strategy in detail and the board discussed what aspects were still relevant. The board furthered discussed what has and has not worked in the past. The board furthered discussed the functionality of the website, timeline and website designer. Morris furthered explained that the architecture of the website is highly important in order to determine how to properly allocate dollars. O'Callaghan thanked the board for their participation.

8. **Board Member Comments**

None

9. **Public Comments**

None

Rimedio adjourned the meeting at 4:04pm. The next meeting is scheduled for Wednesday, February 20, 2019 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

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

SCHEDULE I

RECONCILIATION TO OPERATING BUDGET

	Current Month	YTD Actual	FYE 6/30/19 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	\$ -	\$ 95,960	110,850	86.57%
Program revenue	15,000	15,000	-	-
Program receivable	-	-	-	-
TOTAL REVENUE AND PROGRAMMING	-	110,960	110,850	100.10%
			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	513	900	57.00%
Travel & Entertainment	-	-	1,000	0.00%
TOTAL ADMIN & GENERAL OPERATING	75	17,349	79,870	21.72%
Marketing				
Creative Development	-	6,475	10,000	64.75%
Premium Giveaways	-	-	3,000	0.00%
Sponsorship	-	4,500	5,000	90.00%
TOTAL MARKETING	-	10,975	18,000	60.97%
Digital Marketing				
Social Media	398	16,204	50,000	32.41%
Website Redesign	-	-	25,000	0.00%
TOTAL DIGITAL MARKETING	398	16,204	75,000	32.41%
TOTAL EXPENSES	473	44,528	172,870	
EXCESS OF (EXP) OVER REV	\$ (473)	\$ 66,432	\$ 42	

See accountants' compilation report.