

West Hollywood Design District Advisory Special Board Meeting

Date/Time: Wednesday, January 15, 2020 at 12:00 pm

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

West Hollywood, CA



AGENDA

- 1) CALL TO ORDER 12:00pm
 - a) Self-Introductions/Roll Call
 - b) Posting of Agenda
 - c) Board Comments on Agenda

- 2) APPROVAL OF AGENDA & RECEIVE MINUTES 12:05pm

- 3) CURRENT FINANCIALS 12:07pm

- 4) EXTERNAL PARTNER REPORTS 12:10pm
 - a) Dailey
 - b) City of West Hollywood
 - c) West Hollywood Travel + Tourism Board
 - d) West Hollywood Chamber of Commerce

- 5) UNFINISHED BUSINESS 12:30pm
 - a) Frieze Updates- banners and event on Saturday, Feb. 15- vote on additional expenditure related to the banners above the \$15k authorized in December (\$3,948).

- 6) BOARD RETREAT/STRATEGY SESSION 1:30pm

- 7) BOARD MEMBER COMMENTS 5:50pm

- 8) PUBLIC COMMENTS 5:55pm

- 9) ADJOURNMENT 6:00pm

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 January 15, 2020

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

West Hollywood Design District Board Retreat
Date/Time: Wednesday, January 15, 2020 at 1:30 pm
Location: La Peer Hotel, 627 N. La Peer Dr.
West Hollywood, CA



BOARD RETREAT AGENDA

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|--------------------------------------|--------|
| 1) ENGAGEMENT | 1:30pm |
| 2) BOARD STRUCTURE & SUBCOMMITTEES | 2:30pm |
| 3) EVENTS | 3:30pm |
| 4) MARKETING- DIGITAL & SOCIAL MEDIA | 4:30pm |
| 5) 2020 PRIORITIES & WRAP UP | 5:30pm |

Members Present: Gulla Jonsdottir; Cary Mosier; Marco Pelusi; Caitlin Penny; Nick Rimedio; Katherine Shadley; Dimple Thakkar; Gary Trudell; Honorary Board Member Francisco Contreras; Honorary Board Member Genevieve Morrill

Members Absent: Sara Fahlgren; Darci MacNab; Craig Susser; Honorary Board Member Tom Kiely

Also Present: Mina Azami (Tortilla Republic); Rashi Chhajed (Dailey); Paolo Kespradit (City of West Hollywood); Steve Mitchell (Dailey); Jeff Morris (Visit West Hollywood); Maribel Munoz (Visit West Hollywood); Tracy Paaso (West Hollywood Chamber of Commerce); Julissa Rodriguez (Visit West Hollywood); Charney Weiss (Dailey); Tara Worden (City of West Hollywood)

1. Call to Order

Meeting called to order by Chair Nick Rimedio at 4:09pm. Rimedio stated that the December 2019 agenda was posted.

2. Approval of Minutes and Agenda

Approval of the November 2019 agenda, December 2019 agenda, October 2019 minutes and November 2019 minutes were motioned by Marco Pelusi, seconded by Gary Trudell and approved.

3. Current Financials

Rimedio reviewed the current financials with the board. Rimedio stated that expenses had been very light due to the absence of an Executive Director. Katherine Shadley made a motion to approve the October and November financials, seconded by Caitlin Penny. Motion was approved.

4. External Partner Report

a) Dailey

Rashi Chhajed distributed the November social media report. Chhajed reviewed the total followers, growth, impressions and engagement rate for both Instagram and Facebook. Chhajed stated that since Dailey took over in February 2019, Instagram engagement had increased 100% and Facebook engagement increased 184%. Chhajed explained that the content that was being posted really resonated with the audience. Chhajed reviewed the top 3 posts for each platform as well.

b) City of West Hollywood

Francisco Contreras informed the board that they were currently working on the BID Establishment Calendar. Contreras explained that this was a procedural legislative action that must be taken to City Council every year in order to adopt the ordinances and re-establish the BID. Contreras stated that once the schedule was completed it would be shared with the board. Tara Worden informed the board that the revenue division would be issuing assessments for the next 6 months. Worden explained that the WHDD had a high rate of participation but there were some delinquent accounts, but the revenue division was working on getting them into compliance. Worden stated that they were working with the WHITB on the management transition of both the WHDD BID and SSBID. Worden explained that an RFP would be released to find a

new management group. Worden stated that the RFP would be released in the beginning of the new year. A discussion ensued.

c) West Hollywood Travel + Tourism Board

Jeff Morris informed the board that hotel business had been strong for the past couple of months, partly due to the opening of The Edition hotel. Morris explained that WHTTB had attended ILTM in France. Rimedio stated that he had attended ILTM as well and explained the importance of being present at these events and relaying the West Hollywood message. Morris informed the board that Tom Kiely and himself would be traveling to the Dubai, Abu Dhabi and India along with LA Tourism. Morris explained that even though there were not many visitors from those territories there was great potential. Morris informed the board that the WHTTB was doing a soft website launch of the West Hollywood neighborhood guides.

d) West Hollywood Chamber of Commerce

Tracy Paaso informed the board that the WHCC had a successful Shop Small Saturday with American Express. Paaso updated the board on new businesses in West Hollywood. Paaso informed the board that she had been working with the WHTTB on updating business listings and emails. Paaso stated that the WHCC was working with the City to get an update on the West Hollywood Park construction. Paaso informed the board that City Council had approved LA Pride's new footprint for 2020. Paaso stated that the holiday party had been a great collaborative event.

5. Unfinished Business

a) Event Committee – 2020 Calendar/Holiday Mixer Cost

2020 Calendar: Shadley expressed her interest in forming a concise 2020 events calendar. Shadley stated that it was important to have everything in place in order to have enough time to plan, budget and get approvals. Gulla Jonsdottir stated it was also important to look into a calendar for international events. Shadley informed the board that there was a large amount of interest in hosting the BID mixers. The board discussed the possibility of increasing the amount of BID mixers held throughout the year. The board reached consensus to stick to quarterly BID mixers and further discuss the details in the Event Committee meeting. **Holiday Mixer Cost:** Rimedio stated that the approval for the holiday mixer decorations cost was still pending. Shadley made a motion to approve an expenditure of \$11,000 for the holiday mixer, seconded by Trudell and approved.

b) Marketing Committee

The board discussed the importance of developing a welcome packet to distribute to new businesses. The board agreed to discuss the details pertaining to the welcome packet in the Marketing/Digital Committee. Rimedio suggested discussing community engagement at the board retreat. Dimple Thakkar informed the board that the Marketing/Digital Committee would meet in the beginning of the new year. Thakkar explained that it was hard to find a date that worked for everyone due to the holidays. Thakkar informed the board that the committee would hold a virtual screenshare meeting with Dailey on December 18th to discuss strategy and bring forward a recommendation to the board at the January meeting.

6. New Business

a) Frieze Update

Morris informed the board that West Hollywood continued to foster a partnership with Frieze. Morris stated that Frieze had come back with a proposal to get West Hollywood more involved. Morris informed the board that Frieze wanted to use the WHDD pole banners in exchange for a variety of marketing that would be provided for the WHDD. Morris reviewed the list of marketing assets that would be provided. Morris stated that it would cost approximately \$15,000 to produce and install the banners. Morris stated that this deal could be made with the contingency of allowing

West Hollywood to bid on hosting Frieze in 2021. The board asked Morris if he could go back to Frieze and ask if they would be willing to host an official pre-launch party in West Hollywood. A discussion ensued. Penny made a motion to approve the expenditure for the production and installation of the banners as well as an expenditure of up to \$15,000 for a Frieze event, seconded Gary Trudell and passed.

b) Board Retreat

Rimedio informed the board that the last board retreat had been held in January 2019. The board agreed to hold a board retreat after the regularly scheduled board meeting on January 15th from 12pm-6pm.

7. Board Member Comments

Rimedio informed the board that he had met with Tara Worden to discuss the possibility of getting a crosswalk on La Peer and Melrose due to the additional traffic coming through. Rimedio informed the board that there were a few businesses interested in working with tour buses. Rimedio stated that the idea would be to work with some of the tour bus operators on a pilot program and have passengers dropped off on Melrose and have them visit the WHDD. A short discussion ensued.

8. Public Comments

None

Rimedio adjourned the meeting at 5:32pm. The next meeting is scheduled for Wednesday, January 15, 2019 at 12:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - December 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	\$ 31,013	\$ 98,503	110,850	88.86%
Program revenue	-	-	75,000	-
Program receivable	-	-		
TOTAL REVENUE AND PROGRAMMING	31,013	98,503	185,850	53.00%
			255,680	
EXPENSES				
Admin & General Operating				
Benefits	-	336	8,000	4.20%
Planning & Development	-	-	6,500	0.00%
Membership Dues	-	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	366	900	40.67%
Travel & Entertainment	-	-	750	0.00%
TOTAL ADMIN & GENERAL OPERATING	66	9,323	96,120	9.70%
Marketing				
Creative Development	-	-	10,000	0.00%
Events & Programming	11,654	11,673	14,000	83.38%
Sponsorship	-	25,000	6,000	416.67%
TOTAL MARKETING	11,654	36,673	30,000	122.24%
Digital Marketing				
Social Media	5,941	32,046	60,000	53.41%
Website Redesign	-	1,388	9,000	15.42%
TOTAL DIGITAL MARKETING	5,941	33,434	69,000	68.83%
TOTAL EXPENSES	17,661	79,430	195,120	