

West Hollywood Design District Advisory Board Meeting

Date/Time: Wednesday, January 16, 2019, at 1:00 pm

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

West Hollywood, CA

Nick Ingate's Location: 61 Muston Street, Mosman NSW 2088, Australia



AGENDA

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

- 2) APPROVAL OF AGENDA & RECEIVE MINUTES 1:05pm

- 3) CURRENT FINANCIALS 1:07pm

- 4) UNFINISHED BUSINESS 1:10pm
 - a) Website marketing survey results- Seth
 - b) Website deployment calendar
 - c) Calendar- Q1
 - d) Frieze update- Gulla
 - e) Dailey contract- social media

- 5) NEW BUSINESS 1:40pm
 - a) New board members- vote
 - a. Sara Falgren- Cecconi's
 - b. Katherine Shadley- Grande Maison

- 6) EXTERNAL PARTNER REPORTS 2:00pm
 - a) City of West Hollywood
 - b) West Hollywood Travel + Tourism Board
 - c) West Hollywood Chamber of Commerce

- 7) STRATEGY SESSION 2:10pm
 - a) Revisit April retreat 2018
 - b) Vision for 2019/2020

- 8) BOARD MEMBER COMMENTS 4:50pm

- 9) PUBLIC COMMENTS 4:55pm

- 10) ADJOURNMENT 5:00pm

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 16, 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: Gulla Jonsdottir; Darci MacNab; Cary Mosier; Marco Pelusi; Caitlin Penny; Nick Rimedio; Craig Susser; Gary Trudell

Members Absent: Nick Ingate; Honorary Board Member Maribel Louie; Honorary Board Member Genevieve Morrill

Also Present: Brant Birkeland (City of West Hollywood); Seth Chalmers (Visit West Hollywood); Chase Colman (Matte Black); Sara Falgren (Cecconis); Jeff Morris (Visit West Hollywood); Maribel Munoz (Visit West Hollywood); Jackie Rocco (City of West Hollywood); Katherine Shadley (Grande Maison)

1. Call to Order

Meeting called to order by Vice Chair Nick Rimedio at 4:04pm. Rimedio stated that the December 2018 agenda was posted.

2. Approval of Minutes and Agenda

Approval of the October 2018 minutes, November 2018 agenda, November 2018 minutes and December 2018 agenda were motioned by Marco Pelusi, seconded by Gary Trudell and approved.

3. Current Financials

The monthly financials were reviewed by the board. A discussion ensued. Pelusi made a motion to approve the October 2018 and November 2018 financials, seconded by Cary Mosier and approved.

4. Unfinished Business

a) BID Executive Director Update: New Role Search

Rimedio informed the board that Jim O'Callaghan had been hired as the BID Executive Director. Rimedio briefly gave an overview of O'Callaghan's background. Jeff Morris stated that he believed O'Callaghan will be a great fit for the position and would be starting in January.

b) Subcommittee Update – Marketing

Seth Chalmers informed the board that a survey had been sent out through SurveyMonkey. Chalmers stated that the goal of the survey was to identify what the WHDD currently represents and what they hope it represents in the future and to determine the functionality of the website. Chalmers explained that based on the results, editorial content seemed to be the top item compared to business directory and calendared events. Chalmers stated that a realistic date to complete the website was by the end of Q1. Morris informed the board that himself, Nick Ingate, Gulla Jonsdottir, Seth Chalmers and Julissa Rodriguez had met with 5 different social media agencies and had decided to move forward with Dailey & Associates. Morris stated that Dailey would make a presentation to the board after the first of the year.

c) Subcommittee Update – Events

Pelusi informed the board that the last mixer at Gulla Jonsdottir's gallery had been a great success. Pelusi stated that the next mixer was scheduled for February 7th at Marco Pelusi's Hair Studio. Pelusi informed the board that the new goal was to hold a mixer every other month in order to keep momentum. Mosier stated that moving forward he would like to show constituents what the BID was accomplishing.

d) Subcommittee Update – Frieze

Jonsdottir informed the board that Frieze is coming to Los Angeles for the first time ever in February. Jonsdottir explained that it would be a good idea to collaborate with Frieze to attract the international crowd that would be in town for the event. Jonsdottir informed the board of the VIP dinner/art walk ideas scheduled for February 15th and 16th. Jonsdottir explained that there was a participation cost of \$3,500 in order for Frieze to advertise and promote the WHDD event in their online magazine. Trudell made a motion to approve a \$3,500 expenditure for Frieze, seconded by Pelusi and approved. The board further discussed the details of the event.

e) Content Management Update

Chase Colman informed the board that there was a decrease of 28% in engagement on Instagram and an open rate of 19%-25% on the email e-blasts. Colman stated that she would be happy to send any reports to the new social media agency coming onboard.

f) Banner Update

Morris informed the board that the new banners were up for the month of December bringing in \$15,000 in revenue.

5. New Business

a) New Board Members

Rimedio stated that a continuing goal was to strengthen the board and add new board members. Sara Falgren from Cecconi's and Katherine Shadley from Grande Maison expressed their interest in being more involved with the WHDD and joining the board.

b) Board Retreat

Rimedio stated that a board retreat was necessary in order to set goals for the following year. Rimedio explained that it would be perfect timing with the new Executive Director coming onboard. The board agreed to extend the January 16th board meeting from 1pm-5pm in order to hold a strategic planning session.

6. External Partner Reports

a) City of West Hollywood

Brant Birkeland informed the board that the new parking requirements would go into effect on December 18th. Birkeland explained the process to reduce the parking requirements. Birkeland informed the board that an update on cannabis licenses would be announced the week of December 17th.

b) West Hollywood Travel + Tourism Board

No report.

c) West Hollywood Chamber of Commerce

No report.

7. Board Member Comments

None

8. Public Comments

None

Rimedio adjourned the meeting at 5:18pm. The next meeting is scheduled for Wednesday, January 16, 2019 at 1:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - December 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	\$ -	\$ 95,960	110,850	86.57%
Program revenue	-	-	-	-
Program receivable	15,000	15,000	-	-
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	438	900	48.67%
Travel & Entertainment	-	-	1,000	0.00%
TOTAL ADMIN & GENERAL OPERATING	75	17,274	79,870	21.63%
Marketing				
Creative Development	815	6,475	10,000	64.75%
Premium Giveaways	-	-	3,000	0.00%
Sponsorship	-	4,500	5,000	90.00%
TOTAL MARKETING	815	10,975	18,000	60.97%
Digital Marketing				
Social Media	2,680	15,807	50,000	31.61%
Website Redesign	-	-	25,000	0.00%
TOTAL DIGITAL MARKETING	2,680	15,807	75,000	21.08%
TOTAL EXPENSES	\$ 3,570	\$ 44,056	\$ 172,870	

See accountants' compilation report.