

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) Website Update
 - b) Event Committee report- calendar 2019/2020
 - c) Marketing Committee report- social review
 - d) Pride survey & follow up for 2020

- 5) NEW BUSINESS 4:30pm
 - a) Transition update
 - b) West Edge planning
 - c) Gelato Festival- Sept. 28 & 29
 - d) "Ciclaviva: Meet the Hollywoods"

- 6) EXTERNAL PARTNER REPORTS 5:00pm
 - a) Dailey
 - b) City of West Hollywood
 - c) West Hollywood Travel + Tourism Board
 - d) West Hollywood Chamber of Commerce

- 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 July 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: Nick Ingate; Gulla Jonsdottir; Marco Pelusi; Caitlin Penny; Nick Rimedio; Katherine Shadley; Craig Susser; Dimple Thakkar; Gary Trudell

Members Absent: Sara Fahlgren; Cary Mosier; Honorary Board Member Maribel Louie; Honorary Board Member Genevieve Morrill

Also Present: Elizabeth Calvert (Dailey); Seth Chalmers (Visit West Hollywood); Rashi Chhajer (Dailey); Steve Mitchell (Dailey); 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)

1. Call to Order

Meeting called to order by Vice Chair Nick Rimedio at 4:06pm. Rimedio stated that Nick Ingate was running a little late and would be joining soon. Rimedio stated that the June 2019 agenda was posted.

2. Approval of Minutes and Agenda

Approval of the May 2019 minutes and the June 2019 agenda were motioned by Rimedio, seconded by Marco Pelusi and approved.

3. Current Financials

Jim O'Callaghan reviewed the current financials with the board. O'Callaghan informed the board that the usual expenses were reflected. O'Callaghan explained that Travel & Entertainment and Creative Development line items were higher than usual due to the trip taken to Sacramento with the West Hollywood Chamber of Commerce and the production of the WHDD branded banners. Caitlin Penny made a motion to approve the current financials, seconded by Rimedio and approved.

4. Unfinished Business

a) Swearing in Dimple Thakkar

Jackie Rocco administered the oath to new member Dimple Thakkar.

b) Website Update

Seth Chalmers informed the board that the business directory listings had been updated on the website. Chalmers explained that once the board had the opportunity to view the full website, he would proceed to acquire licensing for images that were needed. Chalmers walked the board through the beta website. Chalmers explained that at a glance the goal was to have people see a live engaging website. Chalmers informed the board that the marketing sub-committee would discuss the type of blog content that needed to be produced. A discussion ensued. Chalmers explained that by using WordPress to create the website, money was saved and it would be used towards content/blogs.

5. New Business

a) Board Survey Feedback

Ingate thanked the board for completing the 18/19 in review survey. Ingate went through each tactic that was mentioned in the survey and shared the results. Ingate stated that overall there were positive results but there were also some areas that needed improvement. Ingate explained that some tactics would be rolled over into the

new fiscal year due to the fact that they were not completed in 18/19. A discussion ensued. Ingate stated that a similar survey would be sent at the end of fiscal year 19/20 in order to evaluate their accomplishments for the year once again.

b) Approval of 2019/2020 Plan

Ingate reminded the board that at the May board meeting the marketing sub-subcommittee presented the draft version of the 19/20 strategic plan. Ingate stated that the marketing sub-committee had received feedback from the board and made changes accordingly. Ingate stated that the updated plan had been distributed via email to the board a few days ago. Pelusi made a motion to approve the 19/20 Strategic Plan, seconded by Gulla Jonsdottir and approved.

c) Event Committee Meeting Feedback

Pelusi informed the board that the next board mixer was scheduled for September 19th at Grande Maison. Pelusi explained that the board mixers would be held once a quarter in order to give ample time to plan, market and educate people about the event. The board briefly discussed WestEdge and what the participation would entail. Jonsdottir shared her ideas for the WestEdge WHDD booth. A discussion ensued. The board discussed Frieze and having a bigger presence next year. Ingate informed the board that the digital sub-committee had discussed and planned to set a roadmap in order to have a clear picture of what the year looks like for social media.

6. External Partner Reports

a) Dailey

Rashi Chhajed reviewed the May monthly report with the board. Chhajed reviewed the top posts by engagement for both Facebook and Instagram. Chhajed stated that the Facebook following YoY growth was 1.6% and the Instagram following YoY growth was 1.9%. Chhajed explained that Instagram engagement had been increasing meaning there was a good quality audience engaging with the content. Chhajed further explained that engagement was not affected by budget and was solely based on impressions. A discussion ensued.

b) City of West Hollywood

Jackie Rocco informed the board that the Business Development department would be visiting businesses in order to receive feedback on Pride due to the bigger footprint of the event this year. Rocco stated that it was important to know how the event impacted the business community. Rocco informed the board that she was moving into a new role, Director of Public Works, therefore would no longer be attending the meetings. Rocco informed the board that the streetscape work would begin soon and plenty of business outreach would be made to notify everyone in advance. The board thanked Rocco for all her assistance.

c) West Hollywood Travel + Tourism Board

Jeff Morris informed the board that WHTTB had just returned from IPW and had been joined by 6 partner hotels and Bikes & Hikes. Morris stated that there had been 130 appointments throughout the 3 days with international buyers from across the world. Morris stated that WHTTB hosted a couple of post IPW Fams in West Hollywood. Morris stated that WHTTB was wrapping up the fiscal year and were working on new marketing plans that would be shared on September 5th at the Tourism Summit being held at the La Peer hotel.

d) West Hollywood Chamber of Commerce

Rimedio reminded the board of the State of the City event being held on June 19th at the 1 Hotel West Hollywood. Rimedio informed the board that CSW was heavily discussed at the WHCC board meeting. Rimedio stated that it had been discussed to form a committee in July in order to engage well with CSW for Pride 2020.

7. Board Member Comments

None

8. Public Comments

None

Ingate adjourned the meeting at 5:16pm. The next meeting is scheduled for Wednesday, July 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 - June 2019

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	\$ -	\$ 110,760	110,850	99.92%
Program revenue	-	25,000	-	-
Program receivable	-	-	-	-
TOTAL REVENUE AND PROGRAMMING	-	135,760	110,850	122.47%
			172,912	
EXPENSES				
Admin & General Operating				
Benefits	-	-	4,750	0.00%
Strategic Planning	-	-	2,500	0.00%
Meetings	-	4,681	8,000	58.51%
Consulting	-	16,667	16,667	100.00%
Membership Dues	-	175	370	47.30%
Office Supplies	-	-	100	0.00%
Parking	-	-	150	0.00%
Payroll	4,583	27,498	38,333	71.73%
Payroll retirement (401k) expense	137	823	1,200	68.58%
Payroll taxes	351	2,344	2,800	83.71%
Postage & Shipping	-	-	100	0.00%
Printing General	1,590	2,070	2,000	103.50%
Repairs & Maintenance	-	-	1,000	0.00%
Service Fees	56	790	900	87.78%
Travel & Entertainment	78	887	1,000	88.70%
TOTAL ADMIN & GENERAL OPERATING	6,795	55,935	79,870	70.03%
Marketing				
Creative Development	-	12,686	10,000	126.86%
Premium Giveaways	-	-	3,000	0.00%
Sponsorship	-	4,500	5,000	90.00%
TOTAL MARKETING	-	17,186	18,000	95.48%
Digital Marketing				
Social Media	5,012	47,314	50,000	94.63%
Website Redesign	7,820	9,301	25,000	37.20%
TOTAL DIGITAL MARKETING	12,832	56,615	75,000	131.83%
TOTAL EXPENSES	19,627	129,736	172,870	

See accountants' compilation report.