

**West Hollywood Design District Advisory Board Meeting**  
**Date/Time: Wednesday July 25, 2018, 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) New Business 4:10pm
  - a) BID Manager Report
  - b) Robertson Block Party
  - c) West Edge Design Fair
  - d) Design Miami
  - e) Rocky Lafleur Event
  - f) Design District Collateral: Map Project and Happy Hour Agreement
  
- 5) UNFINISHED BUSINESS 5:00pm
  - a) Subcommittee Updates – BID Mixer, Brand Marketing
  - b) Content Management Update – Matte Black
  - c) Website Discussion
  - d) Approval of Amended Bylaws
  
- 6) EXTERNAL PARTNER REPORTS 5:15pm
  - a) City of West Hollywood
  - b) Visit West Hollywood
  - c) West Hollywood Chamber of Commerce
  
- 7) BOARD MEMBER COMMENTS 5:20pm
  
- 8) PUBLIC COMMENTS 4:25pm
  
- 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 25, 2018

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; Marco Pelusi; Nick Rimedio; Gary Trudell;  
Honorary Board Member Genevieve Morrill

Members Absent: Caitlin Griffin; Gulla Jonsdottir; Darci MacNab; Cary Mosier;  
Craig Susser; Honorary Board Member Maribel Louie

Also Present: Seth Chalmers (Visit West Hollywood); Chase Colman (Matte Black); Maribel Munoz (Visit West Hollywood); Ben Reiss (BID Manager – Consultant), Julissa Rodriguez (Visit West Hollywood); Jennifer Whitmore (Lala Magazine)

**1. Call to Order**

Meeting called to order by Chair Nick Ingate at 4:08pm. Ingate stated that the June 2018 agenda was posted.

**2. Approval of Minutes and Agenda**

Due to a lack of quorum the June 2018 agenda and May 2018 minutes had to be tabled for the next board meeting.

**3. Current Financials**

The board reviewed the monthly financials but due to a lack of quorum the current financials had to be tabled for the next board meeting.

**4. New Business**

**a) BID Manager Update Report**

Reiss introduced Jennifer Whitmore from Lala Magazine. Whitmore shared her ideas of different partnerships with the magazine to the board. A discussion ensued. Reiss informed the board that he had a signed agreement with Swiss X for banner sponsorship. Reiss stated that Swiss X had signed a 2 month contract for \$40,000 and that the Happy Hour creative agency was working on the design for the banners. Reiss stated that a creative rubric was also being created that followed the city's requirements. Reiss stated that creative would be submitted to the city as soon as it was available for approval. A discussion ensued in regards to the payment agreements and timeline. Ingate suggested creating WHDD banners to put up when there is no sponsor. Reiss informed the board of other partnerships coming down the pipeline. A discussion ensued. Reiss updated he board of new business in the WHDD.

**b) Marketing Collateral – Design District Maps**

Nick Rimedio shared the map/guide created by the La Peer hotel for their guests. Rimedio stated that the goal was to represent the neighborhood and therefore, focused on the WHDD and included Santa Monica Blvd as well La Cienega Blvd. Rimedio stated that the map had been wildly successful with guest. Rimedio stated that the creator of the map would be more than happy to create a walking guide for the WHDD. Seth Chalmers informed the board that the two fonts chosen from the brand book guidelines required licenses. Chalmers stated that the cost for both fonts was \$1,600. Chalmers

stated that the fonts were needed for the banners and would be used for future collateral.

**c) Approval of Amended Bylaws**

Due to a lack of quorum the Amended Bylaws could not be approved.

**5. Unfinished Business**

**a) Subcommittee Update**

The board decided that a new date had to be chosen for the subcommittee meeting.

**b) Content Management Update – Matte Black**

Chase Colman reviewed a comprehensive recap with the board. Colman informed the board that the WHDD newsletter had very high open rates. Colman updated the board on social media stats. A discussion ensued.

**6. External Partner Reports**

**a) City of West Hollywood**

No report

**b) Visit West Hollywood**

No report

**c) West Hollywood Chamber of Commerce**

Genevieve Morrill informed the board that the State of the City event had been very successful. Morrill reminded the board that the WHCC was there to assist with any advocacy issues. Morrill informed the board of the upcoming Creative City Awards.

**7. Board Member**

None

**8. Public Comments**

None

Ingate adjourned the meeting at 5:28pm. The next meeting is scheduled for Wednesday, July 25, 2018 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION  
 dba VISIT WEST HOLLYWOOD  
 RECONCILIATION TO OPERATING BUDGET

	Current Month	YTD Actual	FYE 6/30/19 Budget	Budget Remaining
FUNDS SURPLUS FROM PRIOR YEAR				
TOTAL FUNDS SURPLUS FROM PRIOR FY 17/18		\$62,062.53	\$62,062.53	\$62,062.53
REVENUE & PROGRAMMING FY 18/19				
Program revenue	-			
TOTAL REVENUE & PROGRAMMING	-	\$62,062.53		
EXPENSES				
7/1/18 Compensation		\$2,777.78		
7/11/17 Matte Black Group		\$2,500.00		
TOTAL EXPENSES:		\$5,277.78	\$5,277.78	
TOTAL FUNDS AVAILABLE			\$56,784.75	

## Design Miami/ Curio FAQ

### 1. Who can participate in Curio?

Anyone! Curio is an exhibition platform for art and design galleries, institutions, as well as individual designers, architects, interior designers, and independent curators—anyone looking to showcase a design idea to the fair’s audience.

### 2. What type of work do you accept for Curio? Is it only for contemporary design?

We accept all types of content for Curio—it is open to both historic and contemporary design. Please click [here](#) to see how diverse the Curio presentations have been in past editions of Design Miami/.

### 3. How many spaces are available?

This varies per fair, but typically there are less than ten available spaces. The program is highly competitive for this reason.

### 4. Who makes the selection?

The fair’s directorship, consisting of Jennifer Roberts, Chief Executive Officer; Rodman Primack, Chief Creative Officer; Brandon Grom, Director of Exhibitions; and Alexandra Cunningham Cameron, Curatorial Advisor.

### 5. What’s the most important part of my application?

The most important part of the application is a digital rendering or sketch of the environment that you intend to create at the fair. It should tell a clear, visual story of how the total environment complements the content of work being shown. Secondly, a compelling exhibition description is very important.

### 6. What does it cost to participate?

Basel  
CHF 790 per square meter

Booths cost roughly CHF 12,000–16,000 depending on the size, and include a logistics package, marketing and communications package, and hospitality package in the rental price.

Miami  
\$90 per square foot

Booths cost roughly \$14,000–18,000 depending on the size, and include a logistics package, marketing and communications package, and hospitality package in the rental price.

### 7. What are the different booth sizes?

Basel  
15–20 square meters

Typically the booths are 3.5 x 4.5 meters. Final dimensions are communicated upon acceptance, but use this size as a benchmark when planning your proposal.

Miami

160–220 square feet

Typically the booths are 12 feet x 13 feet 6 inches. Final dimensions are communicated upon acceptance, but use this size as a benchmark when planning your proposal.

## **8. When does Design Miami/ make their Curio selections?**

Selections are typically made within two weeks from the closing date of the application period. All applicants will be notified via email with the status of their application. If a project is selected, it is common to receive feedback on how it can best be adapted for Design Miami/.

## **9. What is included in the booth?**

The surface area price includes a logistics package, marketing and communications package. This is outlined below.

### **Logistics**

- Surface area
- 3 walls
- 6 spotlights
- Basic truss
- Ceiling
- Concrete Flooring
- Light booth cleaning
- 5 exhibitor passes
- 5 worker passes
- Unlimited designer passes

### **Marketing and Communications**

- Basic vinyl floor sign
- VIP invitation to Art Basel
- VIP Invitation to Design Miami/ Basel
- General admission tickets to the show
- Inclusion in the Design Miami/ Basel press and marketing activities
- Listing on the Design Miami/ Basel website with hyperlink to gallery website

## **10. Where are Curio booths located? Are they in a separate section of the fair?**

Curio booths are integrated directly into the main gallery program. They are not in their own section. Visitors discover Curios as they explore the gallery exhibitions. They are meant to be cabinets of curiosity with content that falls outside of the main gallery program.



PASSPORT





WEST HOLLYWOOD  
DESIGN DISTRICT



## PASSPORT

### PASSPORT #1: SoRo (SOUTH ROBERTSON) BLOCK PARTY - August 15 2018, 5-8 pm

- Spearheaded by Leica & Snaidero, originally wanted a reason to attract customers during the traditionally slow Summertime. Request for 8/15.
- Each business will present something unique about their food, product, culture, history or global influences to show diverse landscape tightly woven– (compact like Mini) –into this slice of WHDD.
- Businesses have agreed to offer items for raffle/giveaway or for sampling (coffee, food, facials).
- Option: PASSPORT program introduction & passport photos from Leica.
- MINI Partnership Kick Off Event with Mini as backdrop for IG moment/destination photos as well as first 2 month display opportunity for Mini.

#### Businesses:

Granville Café  
Verlaine  
Blu Dot  
Leicht  
Fiandre  
DAO  
Boffi  
Leica  
Skin Laundry  
Coffee Bean  
AVF  
Klein Epstein & Parker  
FlexForm  
Knoll  
Il Piccolino  
JLM Couture  
Between the Sheets  
Snaidero



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## PASSPORT

### OPTIONAL PASSPORT TO WHDD REWARD/INCENTIVE IDEA:

- Based on the sketch artist-designed collectible neighborhood guidebooks created for La Peer Hotel guests.
- Create an actual PASSPORT TO WHDD booklet, map & info guide as well as keepsake.
- POINTS will be earned by getting their passport stamped or IG posts sharing knowledge about the WHDD with others (sharing info and tagging others on IG)
- POINTS earned will go toward reaching loyalty and reward levels
- POINT LEVEL DISTINCTIONS may earn them special access or discount days at WHDD businesses or complementary parking passes to park and walk.



WEST HOLLYWOOD  
DESIGN DISTRICT



## MINI PASSPORT BRAND PARTNERSHIP PROPOSAL

COMPACT... CULTURED... MINI

TOURING THE DISTRICT IN STYLE

WHDD celebrates the PROGRESSIVELY STYLED MINI along with it's compact size and accessibility.

Mini goes where the party goes.... Which is around the globe effectively after all events have been completed. Mini will be a staple of every event – but either the same car will be reinvisioned or a new car will be provided for each bi-monthly event.

- As party progresses, so does the style of the Mini Cooper which will be the Signature Style Icon of the WHDD Passport Parties. Option for Mini to be in styled individually by each mini district then on display and entered in to a “people’s choice” contest with all other sections.
- Option for Mini to be backdrop for Passport Photos & IG Moments, and to have it’s own stamp or to collect all of them.
- Each of these mini districts can style their mini to match their theme or influence branding the experience and making it more personal and memorable and uniquely valuable.



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DESIGN DISTRICT



## PASSPORT

### THE KEEN EXPERIENCE EVENT PARTNERSHIP INCLUDES:

- **CONCEPT DEVELOPMENT:** Work closely with WHDD Board & individual merchants to plan events that will deliver on all parties objectives and maintain the overarching brand message of WHDD.
- **PLANNING & EXECUTION:** Coordinate efforts of each individual business with the group as a whole, determine and assign participation and roles, and establish programming schedule for event.
- **STRATEGIC COMMUNICATION:** Acting as liaison between WHDD and merchants, will make every effort to ensure program details are shared properly and agreed upon by all parties involved.
- **BUSINESS INTEGRATION:** Will support and strongly encourage participation from each individual business member. Will provide goal-oriented programming concepts and strategies as well as help design interesting, engaging, well-thought-out social media for IG activation.
- **MARKETING IMPLEMENTATION:** With Ben Reiss' involvement, will have WHDD creative agency design invitation and distribute to businesses for mailing, and to Matte Black to push out on social/digital platforms; and if desired, a PASSPORT to WHDD booklet.



WEST HOLLYWOOD  
DESIGN DISTRICT



PASSPORT

THE KEEN EXPERIENCE EVENT PRODUCTION FEE:

Passport Block Party : \$5000/event

ADD ONS:

- + Passport Theme, Production & Engagement : \$1000/event
- + Manage Media Partnership : \$1000/event
- + Promote Mini Cooper Partnership : \$1000+/event