

West Hollywood Design District Advisory Board Meeting
Date/Time: Wednesday, June 19, 2019 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) UNFINISHED BUSINESS 4:10pm
 - a) Swearing in Dimple Thakkar
 - b) Website update

- 5) NEW BUSINESS 4:30pm
 - a) Board Survey Feedback
 - b) Approval of 2019/2020 Plan
 - c) Event Committee Meeting Feedback

- 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 June 19, 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; Darci MacNab; Cary Mosier; Marco Pelusi; Nick Rimedio; Gary Trudell

Members Absent: Sara Fahlgren; Gulla Jonsdottir; Caitlin Penny; Katherine Shadley; Craig Susser; Honorary Board Member Maribel Louie; Honorary Board Member Genevieve Morrill

Also Present: Brant Birkeland (City of West Hollywood); Rashi Chhajed (Dailey); Tom Kiely (Visit West Hollywood); Steve Mitchell (Dailey); Maribel Munoz (Visit West Hollywood); Jim O'Callaghan (BID Executive Director); Dimple Thakkar (Synnergy)

1. Call to Order

Meeting called to order by Chair Nick Ingate at 4:10pm. Ingate stated that the May 2019 agenda was posted.

2. Approval of Minutes and Agenda

Approval of the April 2019 minutes and the May 2019 agenda were motioned by Marco Pelusi, seconded by Cary Mosier and approved.

3. Current Financials

Jim O'Callaghan reviewed the current financials with the board. O'Callaghan informed the board that some assessment revenue had been received. O'Callaghan explained that the usual expenses were reflected and the only new expense was the payment made to Dailey. Nick Rimedio made a motion to approve the April 2019 financials, seconded by Pelusi and approved.

4. Unfinished Business

a) BID Renewal Process

O'Callaghan informed the board of the formal hearing scheduled for June 3rd in front of City Council to renew the WHDD BID. O'Callaghan stated that they had been meeting individually with councilmembers to address any questions or concerns they may have. O'Callaghan encouraged the board to attend the City Council meeting to show support for the BID.

b) Board Visits/Database

O'Callaghan informed the board that the database went from 30% accurate data to 65%. O'Callaghan thanked everyone who had assisted with acquiring data from businesses. O'Callaghan explained that data entry into the database would be an ongoing effort.

c) New Board Member Vote – Dimple Thakkar

Ingate informed the board that they had previously discussed building up and adding members based on what they currently lacked. Ingate explained that Dimple Thakkar, CEO of Synnergy, had attended a previous board meeting and was interested in joining the board. Thakkar introduced herself and shared her background. Thakkar was asked to step out while the board discussed. Mosier made a motion to approve Dimple Thakkar's nomination and add her to the West Hollywood Design District Advisory Board, seconded by Pelusi and approved.

d) Website

O'Callaghan informed the board that all the verbiage and styling of the website was being finalized. O'Callaghan stated that Nick Ingate and Nick Rimedio had access to the website and would provide feedback. O'Callaghan stated that once everything had

been finalized the website would be presented to the board. A short discussion ensued.

5. **New Business**

a) **Banners**

O'Callaghan stated that immediately after PRIDE the current banners would come down and the new WHDD banners would go up. O'Callaghan explained that the WHDD banners would be used as a placeholder when there were no banner sales.

b) **Long Term Planning**

Ingate explained that a survey would be sent out in 2 weeks along with the 18/19 strategic plan/tactics in order to get the board's opinion on their performance for the fiscal year. Ingate stated that it was time to look ahead and plan for the upcoming fiscal year and presented the rough draft of the 19/20 strategic plan to the board. The strategic plan was reviewed in detail and a discussion ensued. Ingate informed the board that the 19/20 strategic plan needed to be approved at the June board meeting.

6. **External Partner Reports**

a) **Dailey**

Rashi Chhajed reviewed the April monthly report with the board. Chhajed reviewed the top posts by engagement for both Facebook and Instagram. Chhajed stated that the Facebook YoY growth was 1.3% and the Instagram YoY growth was 1.7%. Chhajed explained that there was a good quality audience engaging with posts over quantity. Ingate informed the board about creating a digital subcommittee which would work very closely with Dailey. A discussion ensued.

b) **City of West Hollywood**

Brant Birkeland informed the board of the upcoming extended street closures due to the CSW Pride weekend. Birkeland stated that there were plenty of new exciting businesses opening in the WHDD this Summer. Birkeland briefly updated the board on the cannabis consumption lounges.

c) **West Hollywood Travel + Tourism Board**

Tom Kiely informed the board of the successful sales missions that had been completed in the Middle East and China. Kiely stated that WHTTB would be participating in the upcoming IPW tradeshow in Anaheim. A discussion ensued.

d) **West Hollywood Chamber of Commerce**

None

7. **Board Member Comments**

Rimedio informed the board that the city of Beverly Hills had passed a no smoking policy making it a non-smoking city. Rimedio explained that cigarettes will not be available for purchase anywhere in the city except hotels, available only to registered hotel guests, and 3 cigar shops that were grandfathered in. A discussion ensued.

8. **Public Comments**

None

Ingate adjourned the meeting at 5:34pm. The next meeting is scheduled for Wednesday, June 19, 2019 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - May 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	22,915	38,333	59.78%
Payroll retirement (401k) expense	137	686	1,200	57.17%
Payroll taxes	351	1,993	2,800	71.18%
Postage & Shipping	-	-	100	0.00%
Printing General	42	480	2,000	24.00%
Repairs & Maintenance	-	-	1,000	0.00%
Service Fees	56	734	900	81.56%
Travel & Entertainment	713	809	1,000	80.90%
TOTAL ADMIN & GENERAL OPERATING	5,882	49,140	79,870	61.52%
Marketing				
Creative Development	6,211	12,686	10,000	126.86%
Premium Giveaways	-	-	3,000	0.00%
Sponsorship	-	4,500	5,000	90.00%
TOTAL MARKETING	6,211	17,186	18,000	95.48%
Digital Marketing				
Social Media	5,319	42,302	50,000	84.60%
Website Redesign	20	1,481	25,000	5.92%
TOTAL DIGITAL MARKETING	5,339	43,783	75,000	90.53%
TOTAL EXPENSES	17,432	110,109	172,870	

See accountants' compilation report.