

West Hollywood Design District Advisory Board Meeting
Date/Time: Wednesday June 20, 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) Marketing Collateral – Design District Maps
 - c) Approval of Amended Bylaws

- 5) UNFINISHED BUSINESS 5:00pm
 - a) Subcommittee Updates
 - i. Brand Marketing
 - ii. Events
 - b) Content Management Update – Matte Black

- 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 June 20, 2018

Signature: _____

Office of the City Clerk
8687 Melrose Avenue, Suite M60; West Hollywood, CA 90069; Tel. 310.289.2534; Fax 310.289.2529

Members Present: Gulla Jonsdottir; Nick Rimedio; Gary Trudell

Members Absent: Caitlin Griffin; Nick Ingate; Darci MacNab; Cary Mosier; Marco Pelusi; Craig Susser; Honorary Board Member Maribel Louie; Honorary Board Member Genevieve Morrill

Also Present: Brant Birkeland (City of West Hollywood); Seth Chalmers (Visit West Hollywood); Rachel Diamond (City of West Hollywood); Nichole Farley (Civitas); Maribel Munoz (Visit West Hollywood); Tracy Paaso (West Hollywood Chamber of Commerce); Ben Reiss (BID Manager – Consultant), Jackie Rocco (City of West Hollywood)

1. **Call to Order**

Meeting called to order by BID Manager Ben Reiss at 4:10pm. Reiss stated that the May 2018 agenda was posted.

2. **Approval of Minutes and Agenda**

Due to a lack of quorum the May 2018 agenda and April 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 informed the board that the Annual Plan and Budget for FY 18/19 had to be amended due to the lack of banner sponsorship revenue. Reiss stated that the new budget was currently being printed and would be distributed for everyone to review. Reiss stated that due to the lack of quorum a Special Meeting would need to be called to amend the budget before June 4. Reiss informed the board of new business openings in the WHDD. Reiss informed the board that he had met with Designer Camp a summer camp for young designers. Board members shared their positive past experiences with Designer Camp and were interested in participating this year as well. Reiss stated that the first strategy session for 1 million cups. Reiss stated that the sessions was scheduled for May 22 at 4p at the La Peer Hotel.

b) **BID Restructure Presentation**

Reiss introduced Nichole Farley from Civitas. Reiss stated that Civitas founded the laws for BID Establishments. Reiss stated that restructuring the WHDD BID into a Property and Business Improvement District had been a goal of the BID for about 4 years. Reiss stated that in restructuring the BID to a PBID would triple the budget. Farley reviewed the process and presented the proposal to the board. Farley explained that the process would take about 12 months and would be labor intensive. A discussion ensued.

5. Unfinished Business

a) **Subcommittee Updates**

Gary Trudell reminded the board of the upcoming meet and greet scheduled for May 24 at Gracias Madre. Trudell explained that the goal was to invite WHDD businesses and inform them of the BID. Trudell stated that he would be walking the WHDD to distribute invites.

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

Reiss informed the board that the most recent email blast from Matte Black that introducing the new WHDD Board Leadership had been received very well.

c) **Street Pole Banner Update**

Reiss informed the board that he was still waiting to receive creative from MOD Champagne who wanted to install banners at the end of June. Reiss stated that a contract had not yet been signed and for that reason the budget for FY18/19 had to be adjusted. Reiss informed the board of the idea of creating a co-partnership sponsor banner between the WHDD and the West Hollywood Tourism + Travel Board.

6. External Partner Reports

a) **City of West Hollywood**

Rachel Diamond from the City of West Hollywood informed the board that in 2014 the City adopted the Design District Streetscape Master Plan which identified improvements to the sidewalks and existing public space related to Melrose, Beverly and Robertson. Diamond stated that a piece of Robertson was not completed as far as recommendations in the City's streetscape master plan. Diamond stated that the City is re-engaging a working group that was established as part of that process to go over 3 issues. Diamond stated that the City wanted to get representation from the business community through the WHDD BID. Jackie Rocco informed the board of the new Sunset Strip Trip Shuttle. Rocco shared pictures of the design of the shuttle and the route map. Rocco informed the board that the launch would be on June 2 at 1 Oak from 6pm-8pm.

b) **Visit West Hollywood**

Seth Chalmers informed the board that the official brand launch for West Hollywood Tourism + Travel Board would be at the IPW tradeshow. Chalmers updated the board on the Summer on Sunset programming. Chalmers invited the board to send over links of websites they liked and stated that would be a good starting point in order to start developing the new WHDD website.

c) **West Hollywood Chamber of Commerce**

Tracy Paaso reminded the board about State of the City scheduled for June 14. Paaso stated that the focus of State of the City would be The Sunset Strip and it would be held at the London.

7. Board Member

Gulla Jonsdottir informed the board that she had a few brainstorming session in regards to West Hollywood Design week and stated that she would keep the board updated. Nick Rimedio informed the board that the La Peer Hotel would be hosting art shows during the summer.

8. Public Comments

None

Reiss adjourned the meeting at 5:11pm. The next meeting is scheduled for Wednesday, May 20, 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 6/30/18 Budget	Budget Remaining
FUNDS SURPLUS FROM PRIOR YEAR				
TOTAL FUNDS SURPLUS FROM PRIOR FY 16/17		\$26,558.00	\$26,558.00	\$26,558.00
REVENUE & PROGRAMMING FY 17/18				
WHDD assessment revenue	-	\$64,070.00		
WHDD assessment revenue - 4/25/18		\$44,864.00		
Program revenue	-			
TOTAL REVENUE & PROGRAMMING	-	\$135,492.00		
EXPENSES				
7/11/17 MailChimp		\$50.00		
7/11/17 Matte Black Group		\$2,000.00		
7/19/17 Pacific Design Center (parking)		\$82.50		
7/20/17 Gold Metropolitan Media		\$1,000.00		
8/2/17 Matte Black Group		\$2,000.00		
8/2/17 Petecia Michelle Coleman (BID Deck)		\$500.00		
8/2/17 Compensation		\$2,867.38		
8/2/17 Reimbursable Expenses		\$37.13		
8/11/17 MailChimp		\$50.00		
8/22/17 Pacific Design Center (parking)		\$132.00		
8/31/17 Compensation		\$1,018.49		
9/5/17 Matte Black Group		\$2,000.00		
9/11/17 MailChimp		\$50.00		
9/30/17 Compensation		\$2,777.77		
9/30/17 Reimbursable Expenses		\$41.15		
10/1/17 Compensation		\$2,777.78		
10/1/17 Reimbursable Expenses		\$126.88		
10/5/17 Matte Black Group		\$2,000.00		
10/11/17 MailChimp		\$50.00		
11/1/17 Compensation		\$2,777.79		
11/1/17 Reimbursable Expenses		\$45.88		

11/1/17 WHCC - CBA 2017	\$3,000.00			
11/11/17 MailChimp	\$50.00			
11/28/17 Pacific Design Center (parking)	\$99.00			
12/1/17 Compensation	\$2,777.78			
12/11/17 MailChimp	\$50.00			
12/12/17 Matte Black Group - Nov	\$2,000.00			
12/12/17 Matte Black Group - Dec	\$2,000.00			
12/12/17 Compensation	\$2,777.78			
12/13/17 FA Daniels - Biz Cards	\$221.23			
12/13/17 La Peer Hotel	\$5,133.35			
12/13/17 West Hollywood Chamber	\$370.00			
1/2/18 Du Vin Wine and Spirits	\$3,285.00			
1/11/18 MailChimp	\$50.00			
1/26/18 Amazon - Office Supplies	\$25.90			
1/31/18 Saved by the Max - New Biz Opening	\$25.00			
2/1/18 Compensation	\$2,777.78			
2/11/18 MailChimp	\$50.00			
2/12/18 Matte Black - Jan	\$2,000.00			
2/12/18 Matte Black - Feb	\$2,000.00			
2/22/18 Pacific Design Center (parking)	\$132.00			
2/24/18 Prepaid Card for BID Manager Exp.	\$252.97			
3/1/18 Compensation	\$2,867.34			
3/11/18 MailChimp	\$50.00			
3/22/18 Matte Black - March	\$2,000.00			
4/1/18 Compensation	\$2,777.78			
4/4/18 Matte Black - April	\$2,000.00			
4/4/18 West Hollywood Chamber	\$2,000.00			
4/5/18 Harmony Solutions	\$1,200.00			
4/6/18 Viale Dei Romani - Board Retreat	\$617.25			
4/10/18 MailChimp	\$50.00			
5/1/18 Matte Black - May	\$2,500.00			
5/1/18 Compensation	\$2,777.78			
5/10/18 MailChimp	\$50.00			
5/17/18 Happy Hour Agency	\$1,250.00			
6/1/18 Compensation	\$2,777.78			
6/5/18 Matte Black - June	\$2,500.00			
TOTAL EXPENSES	\$76,880.47	\$76,880.47	\$	-
			\$	-

TOTAL FUNDS AVAILABLE

\$58,611.53