

West Hollywood Design District Advisory Board Meeting
Date/Time: Wednesday, March 20, 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) Database
 - b) Board Visits
 - c) District Renewal

- 5) NEW BUSINESS 5:00pm
 - a) Board Development
 - b) Showroom Program
 - c) Budget

- 6) EXTERNAL PARTNER REPORTS 5:15pm
 - a) City of West Hollywood
 - b) West Hollywood Travel + Tourism Board
 - 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 March 20, 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: Sara Fahlgren; Nick Ingate; Darci MacNab; Marco Pelusi; Nick Rimedio; Katherine Shadley; Craig Susser; Gary Trudell

Members Absent: Cary Mosier; Caitlin Penny; Honorary Board Member Maribel Louie; Honorary Board Member Genevieve Morrill

Also Present: Brant Birkeland (City of West Hollywood); Seth Chalmers (Visit West Hollywood); Maribel Munoz (Visit West Hollywood); Jim O'Callaghan (BID Executive Director); Julissa Rodriguez (Visit West Hollywood)

1. Call to Order

Meeting called to order by Vice Chair Nick Rimedio at 4:06pm. Rimedio stated that the February 2019 agenda was posted.

2. Approval of Minutes and Agenda

Approval of the January 2019 minutes and the February 2019 agenda were motioned by Marco Pelusi, seconded by Gary Trudell and approved.

3. Current Financials

Jim O'Callaghan reviewed the current financials with the board. O'Callaghan explained that there were no big changes and that next month's financials would reflect all the expenses related to Frieze. Pelusi made a motion to approve the January 2019 financials, seconded by Gary Trudell and approved.

4. Unfinished Business

a) Website – Update and Discussion

Seth Chalmers reminded the board that in the October meeting they had approved a budget of \$25k for the website. Chalmers explained that a WordPress theme would be used in order to expedite the process and have the website completed by March. Chalmers stated that Editorial Content, Event Calendar and Business Directory were the top 3 priorities of the website. Chalmers explained that some of the budget money would be used to create new content for the website. Chalmers stated that Dailey would style the website in order to be aligned with the same style of the social posts. A discussion ensued.

b) Frieze Update

O'Callaghan informed the board that the total costs for the Frieze events totaled to \$3,600 which was really close to the amount budgeted. O'Callaghan stated that WHITT covered the insurance expenses. Rimedio informed the board that the event at La Peer had been a great success and there had been a great turn out. A discussion ensued. O'Callaghan stated that the Block party was a learning experience and had not been as successful as the event held at La Peer. O'Callaghan explained that the location was troublesome, as it was not easily viewed. O'Callaghan stated that there was plenty of great media coverage from the events.

c) Annual Event Planning

O'Callaghan informed the board that the goal was to schedule the next 6 mixer events, to be held every other month. O'Callaghan stated that in next year's budget, a maximum of \$500 expenditure would be allocated to each mixer. O'Callaghan stated that the locations for the next 3 mixers had been chosen. A discussion ensued.

d) Approval of Dailey Agreement

O'Callaghan stated that the Dailey agreement had been emailed to the board a couple of times. O'Callaghan explained that there had been a minor revision in regards to the photography expenses, which would be used on an as needed basis. A discussion ensued. Darci MacNab made a motion to approve the Dailey agreement, seconded by Trudell and approved.

5. New Business

a) **Database**

O'Callaghan informed the board that moving forward, everything done by the WHDD would have a data capture component in order to obtain contact information. O'Callaghan explained that at all mixers there would be an iPad or mobile device in order to obtain information of people that attended. O'Callaghan stated that a company would be hired to verify and clean up all the information that had already been collected and that WHTTB would help subsidize the costs. O'Callaghan informed the board that a one-time lifestyle piece magazine would be created and the publisher would verify every business' information as well. A discussion ensued.

b) **Banner Program**

O'Callaghan informed the board that he was meeting with the company that was selling the banners to discuss the approval process with the City of West Hollywood due to the 66%-33% banner distribution. O'Callaghan stated that the goal is to obtain 4-5 approved templates in order to sell banners continually. O'Callaghan stated they would also be discussing a long term strategy.

c) **Dailey Programming**

Julissa Rodriguez informed the board that she had met with Dailey in order to set up a system for approving posts and gather content. Rodriguez stated that Dailey had posted 13 posts combined with the Facebook events for Frieze. Rodriguez briefly described the posting schedule. Rodriguez updated the board on all social media stats.

d) **Newsletter and Communication**

O'Callaghan informed the board that a graphic designer was working on designing templates for 3 types of newsletters. Chalmers stated that it was important to differentiate between showcasing the consumer facing front and the business to business side. Chalmers stated that the WHDD social media platforms should be an aspirational brand to the public. Chalmers informed the board of the private Facebook page that had been created for internal communication needs for BID members. A discussion ensued.

6. External Partner Reports

a) **City of West Hollywood**

Brant Birkeland informed the board that the 1 Million Cups program would be on February 27th at WeWork the Pacific Design Center. Birkeland stated that the program would be held every last Wednesday of the month. Birkeland briefly explained the program and encouraged the board to participate if they were interested. Birkeland explained that the modified parking requirements had been in place for approximately a month and there had been an increase in inquiries.

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

No report.

c) **West Hollywood Chamber of Commerce**

Rimedio informed the board that the AMMBI event had been a great success. Rimedio stated that the next big event was State of the City scheduled for June. Rimedio stated that the WHCC was working on releasing its small business initiative program.

7. Board Member Comments

None

8. Public Comments

None

Rimedio adjourned the meeting at 5:28pm. The next meeting is scheduled for Wednesday, March 20, 2019 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - February 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	\$ 13,860	\$ 109,820	110,850	99.07%
Program revenue	10,000	25,000	-	-
Program receivable	-	-	-	-
TOTAL REVENUE AND PROGRAMMING	23,860	134,820	110,850	121.62%
			172,912	
EXPENSES				
Admin & General Operating				
Benefits	-	-	4,750	0.00%
Strategic Planning	-	-	2,500	0.00%
Meetings	3,905	3,905	8,000	48.81%
Consulting	-	16,667	16,667	100.00%
Membership Dues	175	175	370	47.30%
Office Supplies	-	-	100	0.00%
Parking	-	-	150	0.00%
Payroll	4,583	9,166	38,333	23.91%
Payroll retirement (401k) expense	137	275	1,200	22.92%
Payroll taxes	351	940	2,800	33.57%
Postage & Shipping	-	-	100	0.00%
Printing General	269	438	2,000	21.90%
Repairs & Maintenance	-	-	1,000	0.00%
Service Fees	55	568	900	63.11%
Travel & Entertainment	96	96	1,000	9.60%
TOTAL ADMIN & GENERAL OPERATING	9,571	32,230	79,870	40.35%
Marketing				
Creative Development	-	6,475	10,000	64.75%
Premium Giveaways	-	-	3,000	0.00%
Sponsorship	-	4,500	5,000	90.00%
TOTAL MARKETING	-	10,975	18,000	60.97%
Digital Marketing				
Social Media	501	16,705	50,000	33.41%
Website Redesign	394	394	25,000	1.58%
TOTAL DIGITAL MARKETING	895	17,099	75,000	34.99%
TOTAL EXPENSES	10,466	60,304	172,870	

See accountants' compilation report.