

West Hollywood Design District Advisory Board Meeting
Date/Time: Wednesday May 16, 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) BID Restructure Presentation – Nichole Farley, Civitas
 - c) Programming: WestEdge Discussion

- 5) UNFINISHED BUSINESS 5:00pm
 - a) Subcommittee Updates
 - b) Content Management Update – Matte Black
 - c) Street Pole Banner Update – Ben Reiss

- 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 May 16, 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: Nick Ingate, Gulla Jonsdottir, Cary Mosier, Marco Pelusi, Nick Rimedio, Craig Susser, Gary Trudell, Honorary Board Member Genevieve Morrill

Members Absent: Caitlin Griffin, Darci MacNab, Honorary Board Member Maribel Louie

Also Present: Liz Barbatelli (E. Braun + Co.), Brant Birkeland (City of West Hollywood), Seth Chalmer (Visit West Hollywood), Athena MacFarland (Luxe Magazine), Maribel Munoz (Visit West Hollywood), Ben Reiss (BID Manager – Consultant), Jackie Rocco (City of West Hollywood)

1. **Call to Order**

Meeting called to order by Chair Nick Ingate at 4:04pm.
Rimedio stated that the April 2018 agenda was posted.

2. **Approval of Minutes and Agenda**

A motion was made to approve the March 2018 and April 2018 agendas and the February 2018 and March 2018 meeting minutes, it was seconded and approved.

3. **Current Financials**

Ingate presented the financials to the board. The board briefly discussed the current financials. A motion was made to approve the April 2018 financials, it was seconded and approved.

4. **New Business**

a) **BID Manager Update Report**

Ben Reiss informed the board that the 2018/2019 Annual Report had been completed and would be discussed later in the meeting. Reiss informed the board that he was working closely with Brant Birkeland from the City of West Hollywood on the 1 million cups program organized by the Kauffman Foundation. Birkeland furthered explained the purpose and format of the program. Reiss introduced Athena MacFarland from Luxe Magazine and stated that Luxe Magazine was interested in producing an issue focusing on the WHDD. MacFarland explained the details and pricing and stated that the deadline was soon approaching. A discussion ensued.

b) **Board Retreat Recap/Action Items Update**

Ingate stated that the board retreat had gone very well and it had been a great opportunity to reconnect with the history of the BID. The board briefly discussed the progress of their initiatives and subcommittees. Cary Mosier updated the board on the WHDD meet and greet that was being hosted by Gracias Madre. Mosier stated that the goal was to establish a consistent form of communication with BID members. Mosier stated the meet and greet was scheduled for May 24th. A short discussion ensued.

c) **Partnership Marketing Update**

Reiss stated that the partnership marketing update was covered under the BID manager report.

5. **Unfinished Business**

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

Reiss stated that he would email the board the content management report he had received from Matte Black.

b) **Street Pole Banner Update**

Reiss thanked Genevieve Morrill for the referral of Project X. Reiss stated that Project X was interested in potentially sponsoring June/July and then coming back to do October – December. Reiss stated that Swing Media was still interested in a year contract for Mod Champagne. Reiss stated that they had sent over the scaling and dimensions but had not sent the tagline, which was the most important. Reiss stated he would keep the board updated on the progress. Reiss informed the board that Christopher Street had just been invoiced the discounted rate for the Pride banners.

c) **2018/2019 Annual Report and Budget**

Reiss distributed the 2018/2019 Annual Report and Budget to the board. A discussion ensued. A motion was made to approve the 2018/2019 Annual Report and Budget, it was seconded and approved.

6. **External Partner Reports**

a) **City of West Hollywood**

Jackie Rocco distributed Business Development Division collateral which explained the core functions of the Business Development Division. Rocco explained that the next step was to create a quick guide for the top 3 businesses that open in West Hollywood and a microsite. Rocco stated that they would soon be creating an interactive application called Open Counter to guide people through the process to obtain information in regards to opening a new business. Rocco informed the board that the Clean and Safe Initiative had been approved by City Council on Monday, therefore parking meters would be increased by 50 cents and these funds would be used to pay for the Clean and Safe services. Rocco informed the board that the WHDD BID assessment payment rate was 85.3% for the last billing cycle. Rocco explained to the board what occurred with businesses who refused to pay, a short discussion ensued.

b) **Visit West Hollywood**

Tom Kiely informed the board that VWH had held their board meeting earlier today and that their board had approved the new logo and the new branding that had been presented. Kiely introduced Seth Chalmers and informed the board that Chalmers would be assisting with the development of the new WHDD website.

c) **West Hollywood Chamber of Commerce**

Genevieve Morrill informed the board that the WHCC was currently working on the Transportation Demand Program along with the City. Morrill thanked everyone who attended the AMMBI event. Morrill informed the board that a meeting would be held on May 19th with the city construction project managers in order to get an update on the Weho Park.

7. **Board Member**

Mosier informed and invited the board to the Cinco de Mayo pop up at Gracias Madre. Gary Trudell thanked Liz Barbatelli for attending and suggested scheduling the board meetings for 90 minutes instead of 60 minutes.

8. **Public Comments**

None

Ingate adjourned the meeting at 5:27pm. The next meeting is scheduled for Wednesday, May 16, 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
	<hr/>			
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	-			
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TOTAL REVENUE & PROGRAMMING	-	\$135,492.00		
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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				
TOTAL EXPENSES	\$70,302.69	\$70,302.69	\$	-	\$ -

TOTAL FUNDS AVAILABLE

\$65,189.31