

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) BID Renewal Process
 - b) Board Visits/Database
 - c) New Board Member-vote
 - i) Dimple Thakkar
 - d) Website

- 5) NEW BUSINESS 5:00pm
 - a) Banners
 - b) Committee Meetings
 - c) Long-term Planning
 - d) November Annual Meeting

- 6) EXTERNAL PARTNER REPORTS 5:15pm
 - 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 May 29, 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; Gulla Jonsdottir; Cary Mosier; Marco Pelusi; Caitlin Penny; Nick Rimedio; Honorary Board Member Genevieve Morrill

Members Absent: Darci MacNab; Katherine Shadley; Craig Susser; Gary Trudell; Honorary Board Member Maribel Louie

Also Present: Brant Birkeland (City of West Hollywood); Seth Chalmers (City of West Hollywood); Lizzie Calvert (Dailey); Tom Kiely (Visit West Hollywood); Daylee Maas (Dailey); Steve Mitchell (Dailey); Maribel Munoz (Visit West Hollywood); Jim O'Callaghan (BID Executive Director); Isla Schmidt (Custom Comfort); David Reed (Resident)

1. Call to Order

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

2. Approval of Minutes and Agenda

Approval of the March 2019 minutes and the April 2019 agenda were motioned by Marco Pelusi, seconded by Caitlin Penny and approved.

3. Current Financials

Jim O'Callaghan reviewed the current financials with the board. O'Callaghan stated that there were no major expenses and overall they were on track. O'Callaghan informed the board that the Dailey agency fees would begin to reflect in the next month's financials. Pelusi made a motion to approve the March 2019 financials, seconded by Cary Mosier and approved.

4. Unfinished Business

a) Website

Seth Chalmers shared the website report for the last quarter. Chalmers explained that website sessions had increased 6.4% over the previous year due to the minor improvements made to the website. Chalmers explained the importance of allocating budget to content development in order to produce engaging content for the website. Chalmers explained that the goal was for the website to be more of an online magazine and not just a directory, which it currently was. Chalmers informed the board that the business directory had been reviewed and updated and businesses would be able to update their own business listings. Chalmers shared images of the website homepage and a few business listings. A discussion ensued.

b) Approval of Budget

Ingate informed the board that the draft form of the budget had been presented at the March board meeting and had been reviewed in detail. O'Callaghan explained the most recent changes that had been made to the budget. O'Callaghan stated that money had been allocated to content development for the website in order to keep the website relevant. O'Callaghan discussed the details of the partnership with Outdoor Media to sell banners and bring in extra revenue. O'Callaghan ensured the board that certain line items could easily be reduced in case there were any shortcomings in revenue. A short discussion ensued. Mosier made a motion to approve the FY 19/20 budget, seconded by Penny and approved.

c) Business Visits/Database Update

O'Callaghan informed the board that the database would be completed by May. The board discussed their experiences on walking the WHDD and meeting all the businesses while they collected data.

5. New Business

a) Dailey Social Media Strategy

Steve Mitchell informed the board that the social media strategy was meant to be the road map for all social efforts. Lizzie Calvert presented the social media strategy to the board. Calvert reviewed the brand strategy, social strategy, content strategy and KPIs in detail. A discussion ensued.

b) 2019-2020 Committee Planning Session

Ingate informed the board that the 19/20 strategic plan was currently being developed and would be presented to the board once it was finalized.

c) City Streetscape Program

O'Callaghan informed the board that the City of West Hollywood was currently working on the Streetscape Program for the WHDD. O'Callaghan briefly explained the design plans for the north side of Robertson and Melrose. O'Callaghan stated that the city wanted to make the area pedestrian friendly. A short discussion ensued.

6. External Partner Reports

a) City of West Hollywood

Brant Birkeland informed the board of the upcoming quarterly meeting with commercial real estate brokers. Birkeland informed the board that they were partnering up with the WHCC to hold a small business seminar.

b) West Hollywood Travel + Tourism Board

Tom Kiely informed the board that WHTTB had just successfully completed their Australia sales mission and various hotel partners had participated. Kiely informed the board of the upcoming sales missions to the Middle East and China.

c) West Hollywood Chamber of Commerce

Genevieve Morrill informed the board of State of the City being held at the 1 Hotel West Hollywood on June 19th. Morrill informed the board of the legislative items that the WHCC was currently working on.

7. Board Member Comments

Rimedio informed the board of the meeting taking place on April 22th at 4pm to discuss street closed due to PRIDE.

8. Public Comments

David Reed, a resident of West Hollywood, introduced himself to the board. Reed stated that San Vicente Blvd was the best way to get into West Hollywood. Reed shared his idea of renaming San Vicente Blvd to West Hollywood Way and have it be a gateway into the city.

Ingate adjourned the meeting at 5:38pm. The next meeting is scheduled for Wednesday, May 15, 2019 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - April 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	\$ 940	\$ 110,760	110,850	99.92%
Program revenue	-	25,000	-	-
Program receivable	-	-	-	-
TOTAL REVENUE AND PROGRAMMING	940	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	18,332	38,333	47.82%
Payroll retirement (401k) expense	137	549	1,200	45.75%
Payroll taxes	351	1,642	2,800	58.64%
Postage & Shipping	-	-	100	0.00%
Printing General	-	438	2,000	21.90%
Repairs & Maintenance	-	-	1,000	0.00%
Service Fees	55	678	900	75.33%
Travel & Entertainment	-	96	1,000	9.60%
TOTAL ADMIN & GENERAL OPERATING	5,126	43,258	79,870	54.16%
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	20,171	36,983	50,000	73.97%
Website Redesign	1,027	1,461	25,000	5.84%
TOTAL DIGITAL MARKETING	21,198	38,444	75,000	79.81%
TOTAL EXPENSES	26,324	92,677	172,870	

See accountants' compilation report.