

West Hollywood Design District Advisory Board Meeting

Date/Time: Monday, November 19, 2018, at 4:00 pm

Location: La Peer Hotel, 627 N. La Peer Dr.

West Hollywood, CA

Marco Pelusi's Location: 14569 Benefit St., Sherman Oaks, CA 91403

Karen Kuo's Location: 8686 Melrose Ave., West Hollywood, CA 90069



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 Manager: new role search
 - b) Sub Committee (marketing) – update
 - i) Website
 - ii) Social / digital RFP
 - iii) Gifting / welcome to the neighborhood
 - c) Content Management Update – Matte Black
 - d) Sub Committee (events)
 - i) Marco update
 - ii) Review of WestEdge – Gulla
 - iii) Review of Board Mixer – Nick R
 - e) Banner Update \$30k pending

- 5) NEW BUSINESS 5:00pm
 - a) Art Program – update Gulla
 - i) Frieze LA
 - ii) Kelly Lamb

- 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 November 19, 2018

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: Caitlin Griffin; Nick Ingate; Gulla Jonsdottir; Cary Mosier; Marco Pelusi; Nick Rimedio; Gary Trudell

Members Absent: Darci MacNab; 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); Chase Colman (Matte Black); Jeff Morris (Visit West Hollywood); Maribel Munoz (Visit West Hollywood); Tracy Paaso (West Hollywood Chamber of Commerce); Jackie Rocco (City of West Hollywood); Julissa Rodriguez (Visit West Hollywood)

1. **Call to Order**

Meeting called to order by Chair Nick Ingate at 4:02pm. Ingate stated that the October 2018 agenda was posted.

2. **Approval of Minutes and Agenda**

Approval of the September 2018 minutes and the October 2018 agenda was motioned by Nick Rimedio, seconded by Cary Mosier and approved.

3. **Current Financials**

Ingate informed the board that he had met with Vicki Heitland and Darci MacNab to discuss the budget and stated that some minor changes had been made. Approval of the financials was motioned by Rimedio, seconded by Gary Trudell and approved.

4. **Unfinished Business**

a) **BID Manager: Search**

Ingate informed the board that the title had changed from BID Manager to Executive Director. Ingate stated that Tom Kiely and Jeff Morris were leading the search efforts. Ingate informed the board that they had met a strong candidate on Monday and that there were other interviews scheduled. Rimedio stated that they hoped to have someone fill the position between December 1st and January 1st. A short discussion ensued.

b) **West Edge Design Fair**

Gulla Jonsdottir stated that the WHDD had one of the largest booths at WestEdge and there were 14 businesses participating. Jonsdottir stated that the booth represented the WHDD in a very chic stylish way. Ingate stated that content would be videography and photography content would be available. The board discussed hiring their own photographer in order to create content immediately. Rimedio made a motion to approve an expenditure of \$500 for a photographer for the WestEdge event, seconded by Marco Pelusi and approved.

5. New Business

a) **Subcommittee Updates – Marketing**

Ingate informed the board that budget had been approved for the website. Seth Chalmers stated that the work on the website had begun and would keep the board updated. Ingate informed the board that they were currently in search for a PR agency and were interviewing various agencies. Ingate stated that Happy Hour Agency was working on creating assets for gifting businesses.

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

Chase Colman informed the board that the click rate of emails was low. Colman stated that following the boosting posts in Instagram, followers have increased. A discussion ensued.

c) **Sub Committee – Events**

Pelusi informed the board that the next mixer was scheduled for November 8th from 6pm-8pm at Gulla Jonsdottir's gallery. Pelusi stated that Mosier had created the invite to distribute.

d) **Banner Update**

Morris informed the board that VWH/WHDD would go up soon since there were currently no sponsors. Morris stated that Swing Media had a potential buyer for December. A discussion ensued.

6. External Partner Reports

a) **City of West Hollywood**

Jackie Rocco informed the board that the planning commission had approved the reduction on parking requirements and they would be going to City Council on November 5th. Brant Birkeland updated the board on the progress on the I million cups program. Birkeland informed the board that the City had launched a business visitation program and were currently focusing on the east side. Rocco

b) **Visit West Hollywood**

Morris informed the board that he traveled to London with Tom Kiely to attend the Frieze Event. Morris stated that the Frieze event would be coming to Paramount Studios in Los Angeles in February and had met with Jonsdottir to discuss ways of creating programming around the event.

c) **West Hollywood Chamber of Commerce**

Tracy Paaso reminded the board of the upcoming Creative Business Awards scheduled for November 15th. Paaso stated that the WHCC was partnering with AMEX for shop small Saturday.

7. Board Member

None

8. Public Comments

None

Ingate adjourned the meeting at 5:13pm. The next meeting is scheduled for Monday, November 19, 2018 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - October 2018
 RECONCILIATION TO OPERATING BUDGET

SCHEDULE I

	Current Month	YTD Actual	FYE 6/30/18 Budget	YTD % of Budget
FUNDS SURPLUS FROM PRIOR YEAR				
SSBID Carryover			\$ 62,062	
TOTAL FUNDS SURPLUS FROM PRIOR YEAR			62,062	
REVENUE AND PROG				
SSBID assessment	\$ -	\$ 68,190	110,850	61.52%
Program revenue	-	-	-	-
TOTAL REVENUE AND PROGRAMMING	-	68,190	110,850	61.52%
			172,912	
EXPENSES				
Admin & General Operating				
Benefits	-	-	4,750	0.00%
Strategic Planning	-	-	2,500	0.00%
Meetings	-	-	8,000	0.00%
Consulting	-	16,667	16,667	100.00%
Membership Dues	-	-	370	0.00%
Office Supplies	-	-	100	0.00%
Parking	-	-	150	0.00%
Payroll	-	-	38,333	0.00%
Payroll retirement (401k) expense	-	-	1,200	0.00%
Payroll taxes	-	-	2,800	0.00%
Postage & Shipping	-	-	100	0.00%
Printing General	-	4,544	2,000	227.20%
Repairs & Maintenance	-	-	1,000	0.00%
Service Fees	75	288	900	32.00%
Travel & Entertainment	-	-	1,000	0.00%
TOTAL ADMIN & GENERAL OPERATING	75	21,499	79,870	26.92%
Marketing				
Creative Development	285	1,285	10,000	0.00%
Premium Giveaways	-	-	3,000	0.00%
Sponsorship	-	4,500	5,000	0.00%
TOTAL MARKETING	285	5,785	18,000	0.00%
Digital Marketing				
Social Media	2,640	10,432	50,000	20.86%
Website Redesign	-	-	25,000	0.00%
TOTAL DIGITAL MARKETING	2,640	10,432	75,000	20.86%
TOTAL EXPENSES	\$ 3,000	\$ 37,716	\$ 172,870	

See accountants' compilation report.