



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) EXTERNAL PARTNER REPORTS 4:10pm
 - a) Dailey
 - b) City of West Hollywood
 - i. Arts Feasibility Study – Andrew Campbell
 - c) West Hollywood Travel + Tourism Board
 - d) West Hollywood Chamber of Commerce

- 5) UNFINISHED BUSINESS 4:30pm
 - a) Event Committee- Holiday Mixer
 - i) Decoration cost of \$10K
 - b) Marketing Committee- new membership

- 6) NEW BUSINESS 5:00pm
 - a) Streetscape Program
 - b) Frieze planning- Feb 2020 and 2021
 - c) Open board seats

- 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 November 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; Cary Mosier; Marco Pelusi; Caitlin Penny; Nick Rimedio; Katherine Shadley; Dimple Thakkar; Gary Trudell; Honorary Board Member Francisco Contreras

Members Absent: Gulla Jonsdottir; Darci MacNab; Craig Susser; Honorary Board Member Tom Kiely; Honorary Board Member Genevieve Morrill

Also Present: Seth Chalmers (Visit West Hollywood); Rashi Chhajed (Dailey); Nick Ingate; Jeff Morris (Visit West Hollywood); Maribel Munoz (Visit West Hollywood); Greg Rang (Walker Zanger); Annie Ruiz (City of West Hollywood); Tara Worden (City of West Hollywood)

1. Call to Order

Meeting called to order by Chair Nick Rimedio at 4:13pm. Rimedio stated that the October 2019 agenda was posted.

2. Approval of Minutes and Agenda

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

3. Current Financials

Rimedio reviewed the current financials with the board. Rimedio explained that there were no major expenses besides the Gelato Festival sponsorship. Gary Trudell made a motion to approve the current financials, seconded by Pelusi and approved.

4. External Partner Report

a) Dailey

Rashi Chhajed distributed and reviewed the September monthly report with the board. Chhajed shared the MoM and YoY stats for both Facebook and Instagram platforms. Chhajed explained that due to the shift in priority from engagement to traffic there had been a decrease in impressions and engagement. Chhajed shared the top posts for Facebook and Instagram. A discussion ensued.

b) City of West Hollywood

Francisco Contreras introduced Tara Worden, Business Development Analyst, Contreras explained that Worden would be attending BID and Chamber meetings. Contreras also introduced Annie Ruiz, City Revenue Manager. Contreras informed the board of the Halloween Carnival street closures and distributed flyers with all the information. Contreras stated that creative lighting installations would be going up on Santa Monica Blvd in November along with holiday banners. Contreras shared the holiday banner designs going up on Santa Monica Blvd and stated that the City of West Hollywood would be happy to share the graphic with the WHDD for their banners.

c) West Hollywood Travel + Tourism Board

Jeff Morris informed the board that the new Edition hotel on Sunset Blvd was open and taking reservations. Morris explained that one of the biggest initiatives for WHTTB was Eat + Drink Week. Morris stated that the launch press event was scheduled for October 17th at The Sunset Marquis from 11am-1pm. Morris stated that West Hollywood is well known for its restaurant, bar and night life culture therefore providing a great marketing hook for Eat + Drink Week.

d) West Hollywood Chamber of Commerce

Rimedio informed the board that Genevieve Morrill was not able to attend the meeting but sent a note thanking the board for the CBA presenting sponsorship.

5. Unfinished Business

a) Vice Chair Nomination Update

Pelusi informed the board that the nominating committee had a productive call to discuss potential Vice Chair nominations. Pelusi stated that an email was also sent to the board to determine whether there was interest from others but there were no responses. Pelusi stated that the nomination committee had nominated Katherine Shadley for the Vice Chair position. The board kindly asked Shadley to leave the room to discuss the nomination. The board agreed that Shadley was a great a fit and had great energy. Pelusi made a motion to approve Katherine Shadley's nomination for Vice Chair, seconded by Trudell and approved.

b) Transition Update

Rimedio informed the board that in September a meeting had been held with the BID Chairs, Paul Arevalo and Tom Kiely to discuss the management of the BIDs. Rimedio explained that the purpose of WHTTB is to bring tourism to the city of West Hollywood. Rimedio stated that it was a complicated mission due to these economic times. Rimedio further explained that the BIDs have grown within the past 2 years and so have their needs. Rimedio stated that the City of West Hollywood had decided to do an RFP to professional BID management companies to oversee both BIDs. Rimedio explained the timeline to the board and a discussion ensued. Morris stated that in the interim if there were any initiatives that needed attention WHTTB would assist or hire other resources if needed.

c) Gelato Festival

Rimedio informed the board that the Gelato Festival had taken place on September 28th & 29th at the PDC. Rimedio explained that the rain did affect the turn out but there was still plenty of great media coverage. Rimedio stated that they were still pushing forward with next year's event in West Hollywood. The board discussed ideas for different locations where the festival could take place.

d) CBA Event – Presenting Sponsor

Rimedio stated that the WHDD was a presenting sponsor for the CBAs and would receive a table for the November 21st event.

e) Event Committee

Shadley informed the board that the holiday mixer would be held at the La Peer Hotel on December 5 in conjunction with the West Hollywood Chamber of Commerce. Shadley explained that details were still being discussed. Shadley informed the board that the Gelato Festival would be hosting the February Q1 mixer. Shadley stated that she would love to see businesses partner up and co-host mixers and shared a list of businesses that have expressed interest in hosting mixers. A discussion ensued. Shadley stated that the Events Committee came up with 3 key items: 1. Ensure that all businesses were aware that the WHDD BID was able to advertise any type of holiday activation/sale on the WHDD website and social media platforms 2. Holiday Mixer with the WHCC 3. Decorations. A discussion ensued. The board reached consensus to hold a special meeting on October 30th at 4pm to further discuss all the details.

f) Marketing Committee Update

Rimedio informed the board that the Marketing Committee was being reformed. Dimple Thakkar stated that she would email the board to determine who was interested in forming the new Marketing Committee. Seth Chalmers informed the board that 3 blog posts remain to post on the website.

1. 2020 Resource Plan Update – Closed Door Session

The board held their closed-door session to discuss the resource plan.

6. **New Business**

a) **Frieze Planning – Fen 2020 & 2021**

Rimedio informed the board that Frieze 2020 would be held at Paramount Studios. Rimedio stated that the location for 2021 had not been determined and he was working on how to further expand a partnership with Frieze in 2021. Morris stated that he had discussions with Frieze about more involvement with the WHDD for 2020.

b) **Open Board Seats**

Rimedio stated that he loved the energy from the board. Rimedio explained that the board could be expanded to 15 members and proposed the possibility of filling up more seats. Cary Mosier stated that more work gets accomplished through subcommittees. A short discussion ensued.

7. **Board Member Comments**

None

8. **Public Comments**

Greg Rang from Walker Zanger introduced himself to the board and expressed his interest in assisting and participating with the WHDD.

Rimedio adjourned the meeting at 5:42pm. The next meeting is scheduled for Wednesday, October 30, 2019 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - October 2019

RECONCILIATION TO OPERATING BUDGET

	Current Month	YTD Actual	FYE 6/30/20 Budget	YTD % of Budget
FUNDS SURPLUS FROM PRIOR YEAR				
WHDD Carryover			\$ 69,830	
TOTAL FUNDS SURPLUS FROM PRIOR YEAR			69,830	
REVENUE AND PROG				
WHDD assessment	\$ -	\$ 67,490	110,850	60.88%
Program revenue	-	-	75,000	-
Program receivable	-	-		
TOTAL REVENUE AND PROGRAMMING	-	67,490	185,850	36.31%
			255,680	
EXPENSES				
Admin & General Operating				
Benefits	-	336	8,000	4.20%
Planning & Development	-	-	6,500	0.00%
Membership Dues	-	-	370	0.00%
Office Supplies	-	-	100	0.00%
Parking	-	-	150	0.00%
Payroll	-	7,572	70,000	10.82%
Payroll retirement (401k) expense	-	90	2,000	4.50%
Payroll taxes	-	579	5,000	11.58%
Postage & Shipping	-	-	100	0.00%
Printing General	-	-	2,000	0.00%
Repairs & Maintenance	-	-	250	0.00%
Service Fees	66	234	900	26.00%
Travel & Entertainment	-	-	750	0.00%
TOTAL ADMIN & GENERAL OPERATING	66	8,811	96,120	9.17%
Marketing				
Creative Development	-	-	10,000	0.00%
Events & Programming	-	-	14,000	0.00%
Sponsorship	10,000	25,000	6,000	416.67%
TOTAL MARKETING	10,000	25,000	30,000	83.33%
Digital Marketing				
Social Media	5,222	21,105	60,000	35.18%
Website Redesign	41	1,388	9,000	15.42%
TOTAL DIGITAL MARKETING	5,263	22,493	69,000	50.60%
TOTAL EXPENSES	15,329	56,304	195,120	