

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
 - c) West Hollywood Travel + Tourism Board
 - d) West Hollywood Chamber of Commerce

- 5) UNFINISHED BUSINESS 4:30pm
 - a) Vice Chair nomination update
 - b) Transition update
 - c) Gelato Festival
 - d) CBA Event- Presenting Sponsor
 - e) Event Committee
 - i) Holiday Mixer
 - ii) Holiday Walk & Decorations
 - iii) 2020 Calednar update
 - f) Marketing Committee update
 - i) 3 Blog posts
 - ii) 2020 resource plan update- closed door mini session

- 6) NEW BUSINESS 5:00pm
 - a) Frieze planning- Feb 2020 and 2021
 - b) 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 October 16, 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: Gulla Jonsdottir; Marco Pelusi; Nick Rimedio; Katherine Shadley; Craig Susser; Dimple Thakkar; Gary Trudell; Honorary Board Member Francisco Contreras

Members Absent: Sara Fahlgren; Darci MacNab; Cary Mosier; Caitlin Penny; Honorary Board Member Tom Kiely; Honorary Board Member Genevieve Morrill

Also Present: Seth Chalmers (Visit West Hollywood); Rashi Chhajed (Dailey); Steve Mitchell (Dailey); Maribel Munoz (Visit West Hollywood); Tracy Paaso (West Hollywood Chamber of Commerce)

1. Call to Order

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

2. Approval of Minutes and Agenda

Approval of the August 2019 minutes and the September 2019 agenda were motioned by Marco Pelusi, seconded by Gulla Jonsdottir and approved.

3. Current Financials

Rimedio reviewed the current financials with the board. Rimedio explained that there were no major expenses. Rimedio informed the board that the banner project had stalled at the moment and an update would be provided at the October meeting. A discussion ensued in regards to banner sales. Pelusi made a motion to approve the current financials, seconded by Katherine Shadley and approved.

4. Unfinished Business

a) Vote on Chair – Nick Rimedio, current Vice Chair

Rimedio informed the board that Nick Ingate had resigned from the WHDD board, therefore leaving the Chair position open. Rimedio stated that as Vice Chair he would gladly step forward and assume the Chair position. The board agreed that Rimedio should become the Chair. Pelusi made a motion to approve Nick Rimedio's nomination to fill the Chair position, seconded by Jonsdottir and approved.

b) Formation on Nominating Committee for Vice Chair

Rimedio informed the board that a nominations subcommittee had to be established in order to bring Vice Chair recommendations to the board. Marco Pelusi, Gary Trudell, Gulla Jonsdottir and Kathrine Shadley volunteered to form the nominating subcommittee.

c) Transition Update

Rimedio informed the board that in the August board meeting they had announced that a candidate had been identified and an offer had been extended but unfortunately the candidate withdrew. Rimedio explained that there was a meeting scheduled to determine whether WHTTB would continue to manage the BIDs or if they would be moved to a different entity. Rimedio stated that once a decision had been made and there was more clarity they could move forward and continue identifying candidates. A discussion ensued.

d) Gelato Festival – Presenting Sponsor and Participation Opportunities

Rimedio informed the board that the WHDD had been given the presenting sponsorship title for a lesser value. Rimedio reminded the board that the Gelato

Festival was taking place September 28 & 29 and they were expecting approximately 5,000 to 7,000 people. Rimedio stated that there were 5 West Hollywood restaurants participating in the Gelato taste off. The board agreed to promote the event on their individual business Instagrams and send an email blast from the WHDD.

e) WestEdge Planning

Jonsdottir informed the board of the booth locations that were still available and stated the cost was \$8,600 for a 3 wall, 10 by 20 space. Dimple Thakkar explained the design concept for the booth. Thakkar estimated the production costs at \$18,000 and \$5,000 for the video installation, bringing the total costs to approximately \$31,600. The board discussed various ideas on how to cut costs. The board reached consensus to not participate in WestEdge 2019 and save these ideas for WestEdge 2020 in order to better execute the plan.

f) Holiday Walk Update

Jonsdattir stated that she had been approached by an Italian company in regards to placing art activations around the city for the holidays. Jonsdottir also presented the idea of having a Capri Week in West Hollywood in the Spring time. Shadley presented the events committee idea for the holiday walk. Shadley explained that the idea was to get the community to engage and shop in the WHDD for the entire month. Shadley further explained that the WHDD could create an experience that would keep people coming and motivated to shop and spend time in the district. Shadley stated that each block could take a week in order for everyone to be able to participate and shared various ideas on activities. Rimedio expressed his excitement and asked the events committee to further discuss the details and bring their recommendations to the October board meeting.

g) Website Content Plan

Rimedio stated that there was no website content plan update ready but it would be discussed in the October board meeting. Thakkar stated that Nick Ingate had been leading the digital committee therefore no meeting had been set. Seth Chalmers reminded the board that there were 3 remaining blog posts out of the 10 that had yet to be posted on the website.

5. New Business

a) Event Committee

Pelusi reminded the board of the WHDD mixer scheduled for September 19 at Grande Maison. Shadley informed the board that she had printed the invite and distributed it and there was great feedback. Shadley explained that it was important to give all the new businesses some time to introduce themselves at the mixer. A discussion ensued.

b) Approval of CBA Sponsorship

Rimedio stated that the WHCC had put together a proposal for the WHDD and the SSBID to be co-presenting sponsors at the CBAs. Rimedio explained that the sponsorship would cost \$10,000 for each BID. Pelusi made a motion to approve the \$10,000 co-sponsorship with the SSBID for the WHCC's Creative Business Awards, seconded by Shadley and approved. Rimedio informed the board that he would reach out to the SSBID board to determine if there was mutual interest.

6. External Partner Reports

a) Dailey

Rashi Chhajed distributed and reviewed the August monthly report with the board. Chhajed shared the MoM and YoY stats of both Facebook and Instagram platforms. Chhajed explained that due to a decrease in Facebook posts, the MoM quantity metrics decreased in August. Chhajed stated there was a decrease in engagement as well due to a shift in priority from engagement to traffic. Chhajed informed the board that due to an increase in Instagram posts the MoM quantity metrics increased.

Chhaged shared the top posts for Facebook and Instagram. A discussion ensued in regards to growing the consumer and business database.

b) City of West Hollywood

Francisco Contreras informed the board of the promotion of one of the City Planners to become the new Business Development Analyst and stated that he would introduce them to her really soon. Contreras stated that the City has just received the 75% construction document from the architects working on the WHDD Streetscape Project.

c) West Hollywood Travel + Tourism Board

Chalmers informed the board of WHTTB's Eat + Drink Week program being held October 18-27. Chalmers stated that there would be day, night and late-night menus along with drink specials. Chalmers informed the board that the website would launch on October 1 and that so far 38 restaurants that had already signed up to participate. Chalmers explained that the WHTTB had partnered with OpenTable and Project Angel Food.

d) West Hollywood Chamber of Commerce

No report.

7. Board Member Comments

None

8. Public Comments

None

Rimedio adjourned the meeting at 5:39pm. The next meeting is scheduled for Wednesday, October 16, 2019 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - September 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	56	168	900	18.67%
Travel & Entertainment	-	-	750	0.00%
TOTAL ADMIN & GENERAL OPERATING	56	8,745	96,120	9.10%
Marketing				
Creative Development	-	-	10,000	0.00%
Events & Programming	-	-	14,000	0.00%
Sponsorship	15,000	15,000	6,000	250.00%
TOTAL MARKETING	15,000	15,000	30,000	50.00%
Digital Marketing				
Social Media	5,267	21,106	60,000	35.18%
Website Redesign	20	1,347	9,000	14.97%
TOTAL DIGITAL MARKETING	5,287	22,453	69,000	50.14%
TOTAL EXPENSES	20,343	46,198	195,120	