

West Hollywood Design District Advisory Board Meeting
Date/Time: Wednesday, October 17, 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) UNFINISHED BUSINESS 4:10pm
 - a) BID Manager: new role search
 - b) West Edge Design Fair – Gulla update and final planning

- 5) NEW BUSINESS 5:00pm
 - a) Sub Committee (marketing) – update
 - i) Website
 - ii) PR agency review
 - iii) Gifting / welcome to the neighborhood
 - b) Content Management Update – Matte Black
 - c) Sub Committee (events) – next event date Marco
 - d) Banner Update

- 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 October 17, 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: Nick Ingate; Gulla Jonsdottir; Cary Mosier; Marco Pelusi; Nick Rimedio;
Honorary Board Member Genevieve Morrill

Members Absent: Caitlin Griffin; Darci MacNab; Craig Susser; Honorary Board Member Maribel Louie

Also Present: Tom Kiely (Visit West Hollywood); Diana Pacheco (Visit West Hollywood); Julissa Rodriguez (Visit West Hollywood); Isla Schmidt

1. Call to Order

Meeting called to order by Chair Nick Ingate at 4:05pm. Ingate stated that the September 2018 agenda was posted.

2. Approval of Minutes and Agenda

Approval of the August 2018 minutes and the September 2018 agenda was motioned by Cary Mosier, seconded by Marco Pelusi and approved.

3. Current Financials

Ingate reviewed the current financials with the board. A short discussion ensued. Approval of the financials was motioned by Pelusi, seconded by Nick Rimedio and approved.

4. New Business

a) BID Manager Update

Ingate informed the board that Ben Reiss' contract had not been renewed. Ingate shared an updated job description with the board. Ingate stated that they were actively searching for a new BID Manager and informed the board that Tom Kiely had interviewed a potential candidate and had more interviews scheduled. A short discussion ensued.

b) WestEdge Design Fair

Gulla Jonsdottir informed the board that the WHDD booth had approximately 12-13 businesses participating. Jonsdottir stated that she would be leading the design efforts and the board could assist in bringing attention to the event. Julissa Rodriguez informed the board that VWH was in communication with WestEdge and Matte Black in order to coordinate assets and marketing materials.

c) Design Miami Update

Jonsdottir informed the board that unfortunately their application had not been accepted by Design Miami. Jonsdottir stated that only 8 applications were accepted out of 100. Jonsdottir suggested collaborating with the Frieze Art Fair coming to Los Angeles in February. Kiely informed the board that he would be traveling to London with Jeff Morris to attend the Frieze Art Fair. Jonsdottir suggested having a separate meeting with Kiely and Ingate to further discuss a collaboration with the Frieze event in February.

d) Rocky Event Update

Rodriguez informed the board that there were 2 complimentary tickets available for the Rocky Lafleur event that came with the sponsorship. Rimedio informed the board on the details of the event and stated that the after party would be held at the La Peer Hotel. A short discussion ensued.

5. Unfinished Business

a) Subcommittee Updates – Marketing Plan

Ingate presented the 1-year strategic plan to the board. Ingate explained that there was a 3-vision plan but this was strictly a 1-year action plan. Ingate shared the mission statement and reviewed the 1-year strategic plan in detail. A discussion ensued. Ingate briefly reviewed the budget with the board. Rimedio made a motion to approve the strategic plan for FY18/19, seconded by Mosier and approved.

b) Content Management Update – Matte Black

None

c) Subcommittee Updates -

The event subcommittee agreed to meet and coordinate the next mixer. Mosier stated they would update the board at the next board meeting.

6. External Partner Reports

a) City of West Hollywood

Genevieve Morrill informed the board that city staff would be going to the planning commission to present the zoning amendment to reduce commercial parking requirements. Morrill stated that special events has reduced permit requirements for certain events which would be very helpful to businesses.

b) Visit West Hollywood

None

c) West Hollywood Chamber of Commerce

Morrill informed the board that the La Peer Hotel had been nominated for a CBA Award. Morrill stated that the CBA Awards were scheduled for November 15th. Morrill thanked the board for sponsoring the event and purchasing a table. Morrill informed the board that the WHCC is still working on SB905, the 4am liquor bill.

7. Board Member

None

8. Public Comments

None

Ingate adjourned the meeting at 4:55pm. The next meeting is scheduled for Wednesday, October 17, 2018 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - September 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	\$ 68,190	110,850	61.52%
Program revenue	-	-	-	-
TOTAL REVENUE AND PROGRAMMING	68,190	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	4,167	12,500	16,667	75.00%
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	169	169	2,000	8.45%
Repairs & Maintenance	-	-	1,000	0.00%
Service Fees	73	213	900	23.67%
Travel & Entertainment	-	-	1,000	0.00%
TOTAL ADMIN & GENERAL OPERATING	4,409	12,882	79,870	16.13%
Marketing				
Creative Development	1,000	5,375	10,000	0.00%
Premium Giveaways	-	-	3,000	0.00%
Sponsorship	2,500	4,500	5,000	0.00%
TOTAL MARKETING	3,500	9,875	18,000	0.00%
Digital Marketing				
Social Media	2,683	7,792	50,000	15.58%
Website Redesign	-	-	25,000	0.00%
TOTAL DIGITAL MARKETING	2,683	7,792	75,000	15.58%
TOTAL EXPENSES	\$ 10,592	\$ 30,549	\$ 172,870	

See accountants' compilation report.