

West Hollywood Design District Advisory Board Meeting
Date/Time: Wednesday, September 18, 2019 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) Vote on Chair- Nick Rimedio, current Vice Chair
 - b) Formation of Nominating Committee for Vice Chair
 - c) Transition update
 - d) Gelato Festival- Presenting Sponsor and participation opportunities
 - e) West Edge Planning
 - f) Holiday Walk updates
 - g) Website Content Plan

- 5) NEW BUSINESS 4:30pm
 - a) Event Committee
 - b) Marketing Committee
 - c) Approval of CBA Sponsorship

- 6) EXTERNAL PARTNER REPORTS 5:00pm
 - 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 September 18, 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; Marco Pelusi; Caitlin Penny; Nick Rimedio; Katherine Shadley; Dimple Thakkar; Gary Trudell; Honorary Board Member Francisco Contreras; Honorary Board Member Tom Kiely; Honorary Board Member Genevieve Morrill

Members Absent: Nick Ingate; Gulla Jonsdottir; Darci MacNab; Cary Mosier; Craig Susser

Also Present: Rashi Chhajer (Dailey); Paolo Kespradit (City of West Hollywood); Steve Mitchell (Dailey); Maribel Munoz (Visit West Hollywood); Julissa Rodriguez (Visit West Hollywood)

1. Call to Order

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

2. Approval of Minutes and Agenda

Approval of the July 2019 minutes and the August 2019 agenda were motioned by Marco Pelusi, seconded by Gary Trudell and approved.

3. Current Financials

Rimedio reviewed the current financials with the board. Rimedio explained that there was more carryover than expected from FY 18/19. Rimedio stated that the surplus impacted the decisions that had to be made in regards to WestEdge and the Gelato Festival proposal. Rimedio informed the board that the usual expenses were reflected in the July financials. Caitlin Penny made a motion to approve the current financials, seconded by Katherine Shadley and approved.

4. Unfinished Business

a) Transition Update

Tom Kiely informed the board that they were in the process of securing a replacement to fill the Executive Director position. Kiely stated that several candidates had been identified and had held interviews with both BID Chairs and Vice Chairs. Kiely stated that they were in the final process with a candidate that they believed would be a perfect fit. Kiely stated he would keep the board updated.

b) Event Committee Proposed Calendar 19/20

Shadley informed the board that an adjustment was made to the events calendar based on the recommendation to partner with the WHCC to hold the December/Holiday mixer. Shadley reminded the board of the upcoming mixer, scheduled for September 19th at Grande Maison. Shadley reviewed the rest of the event dates for FY 19/20. The board discussed ideas on how to spread the word in order for greater turn out.

c) Pride Survey & Follow Up for 2020

Rimedio informed the board that the CSW Executive Director was looking to start a small advisory committee for 2020 Pride. Rimedio stated that the first meeting would be held in September and encouraged the board to participate. Rimedio informed the board that CSW had submitted a bid to host World Pride.

d) WestEdge Planning

Rimedio informed the board that last year the WHDD BID spent a total of \$1,000 for WestEdge and all other costs were paid by the individual showrooms. Trudell explained that he had met with Katie Bright to discuss the cost of designing the booth and the estimate was between \$50,000 to \$60,000. The board agreed that the cost was

too high and discussed other options. Dimple Thakkar suggested creating a digital projection exhibition, a discussion ensued. Penny made a motion to approve an expenditure up to \$25,000 for WestEdge to be coordinated by the Events Committee, seconded by Shadley and approved.

e) Gelato Festival – Sept 28 & 29 – Sponsorship Proposal

Rimedio informed the board that the Gelato Festival was moving forward and had received a proclamation from the City of West Hollywood as an official community event. Rimedio stated that they were anticipating 6,000-7,000 people. Rimedio explained that the festival was a culinary competition with a public voting element. Rimedio stated that they would be opening their first brick and mortar store in the WHDD. Rimedio stated that the Gelato Festival was still in need of sponsors and asked if there was any interest from the WHDD BID. A discussion ensued. Penny made a motion to approve an expenditure of \$15,000 to sponsor the Gelato Festival, seconded by Pelusi and approved. The board agreed that the Gelato Festival was on point with their brand.

5. New Business

a) Website Content Plan

Rimedio informed the board that money had been allocated to have blogs written for the website. Rimedio asked the board for their feedback on what else should be displayed on the website. Thakkar stated that she had begun an RFP process to get short videos promoting businesses located in the WHDD. Thakkar stated she would have more information ready for the September board meeting. The board reached consensus that a sizzle reel was necessary. The board discussed the idea of having open submissions for businesses to write their own articles for the website. A discussion ensued.

b) Holiday Walk

Rimedio reminded the board that last year they had been interested in creating some sort of Holiday activation for the WHDD but did not have enough time to execute the idea. Genevieve Morrill shared the WHCC's idea of creating an Eat, Shop, Play program for the holidays in West Hollywood. Morrill explained that the WHCC has partnered with AMEX for Shop Small Saturday but it has never been very beneficial besides receiving media coverage. The board liked the Eat, Shop, Play program idea and decided to have the events subcommittee further discuss it.

6. External Partner Reports

a) Dailey

Rashi Chhajed distributed and reviewed the July monthly report with the board. Chhajed shared the MoM and YoY growth of both Facebook and Instagram platforms. Chhajed explained that engagement continued to increase meaning there was a good quality audience engaging with the content. Chhajed shared the top posts for Facebook and Instagram.

b) City of West Hollywood

Francisco Contreras, Acting Economic Development Director, introduced himself to the board. Contreras stated that he had been with the City of West Hollywood for 13 years and had worked in various departments. Contreras updated the board of the implementation of fiber optics throughout the WHDD, which was part of the city streetscape project. Paolo Kespradit, assistant to City Manager Paul Arevalo, introduced himself. Kespradit informed the board that their office would be assisting Business Development during the transition and welcomed the board to reach out if they had any questions.

c) West Hollywood Travel + Tourism Board

No report.

d) West Hollywood Chamber of Commerce

Morrill reminded the board of the upcoming Creative Business Awards scheduled for November 21. Morrill informed the board of the Restaurant meeting that was held last week and updated the board on the details.

7. **Board Member Comments**

None

8. **Public Comments**

None

Rimedio adjourned the meeting at 5:33pm. The next meeting is scheduled for Wednesday, September 18, 2019 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION
 dba VISIT WEST HOLLYWOOD
 WHDD - August 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	\$ 67,490	110,850	60.88%
Program revenue	-	-	75,000	-
Program receivable	-	-		
TOTAL REVENUE AND PROGRAMMING	67,490	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	112	900	12.44%
Travel & Entertainment	-	-	750	0.00%
TOTAL ADMIN & GENERAL OPERATING	56	8,689	96,120	9.04%
Marketing				
Creative Development	-	-	10,000	0.00%
Events & Programming	-	-	14,000	0.00%
Sponsorship	-	-	6,000	0.00%
TOTAL MARKETING	-	-	30,000	0.00%
Digital Marketing				
Social Media	5,223	10,616	60,000	17.69%
Website Redesign	120	1,327	9,000	14.74%
TOTAL DIGITAL MARKETING	5,343	11,943	69,000	32.44%
TOTAL EXPENSES	5,399	20,632	195,120	



Mixer Calendar 2019 - 2020

2019

September 19th (3rd Thursday) 6:30pm – 8:30pm – Grande Maison 8923 Beverly Blvd

December 5st (1st Thursday) 6:30pm – 8:30pm Joined with WHCC. Location TBA

2020

February 20th (3rd Thursday) 6:30pm – 8:30pm

May 21st (3rd Thursday) 6:30pm – 8:30pm

September 17th (3rd Thursday) 6:30pm – 8:30pm

December 3rd (1st Thursday) 6:30pm – 8:30pm Joined With WHCC

IN-KIND CONTRIBUTION FORM FOR CBA SILENT AUCTION & GIFT BAGS

Sponsored by BEVERLY CENTER

36th Annual Creative Business Awards | November 21st, 2019

NAME		COMPAN Y	
E-MAIL		PHONE	
ADDRESS			
SIGNATURE		DATE	

PLEASE COMPLETE BELOW ITEMIZED FORM

ITEM NAME	DESCRIPTION	FAIR MARKET VALUE
Total Value of Contribution:		\$

Please email your form to | events@wehochamber.com

Deadline for all items is November 1st

THANK YOU!!!

WHCC is a non-profit 501(c)(6) organization. Charitable donations to 501(c)(6) organizations are not tax deductible, however per IRS standards, donations may be deducted as business expenses.

West Hollywood Chamber of Commerce | 8272 Santa Monica Boulevard | West Hollywood, CA 90046

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