

**West Hollywood Design District Advisory Board Meeting**  
**Date/Time: Friday September 21, 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 update
  - b) West Edge Design Fair – update Gary & Gulla
  - c) Design Miami – update Gulla
  - d) Rocky Event – update Nick Rimedio
  
- 5) NEW BUSINESS 5:00pm
  - a) Sub Committee (marketing) – marketing plan shared
  - b) Content Management Update – Matte Black
  - c) Sub Committee (events) – next event date
  
- 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 September 21, 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: Gulla Jonsdottir; Darci MacNab; Marco Pelusi; Nick Rimedio; Craig Susser; Gary Trudell

Members Absent: Caitlin Griffin; Nick Ingate; Cary Mosier; Honorary Board Member Maribel Louie; Honorary Board Member Genevieve Morrill

Also Present: Brant Birkeland (City of West Hollywood); Katie Bright; Seth Chalmers (Visit West Hollywood); Chase Coleman (Matte Black); Maribel Munoz (Visit West Hollywood); Tracy Paaso (West Hollywood Chamber of Commerce); Ben Reiss (BID Manager – Consultant)

**1. Call to Order**

Meeting called to order by Vice Chair Nick Rimedio at 4:04pm. Rimedio stated that the August 2018 agenda was posted.

**2. Approval of Minutes and Agenda**

Approval of the July 2018 minutes and the August 2018 agenda was motioned by Marco Pelusi, seconded by Gary Trudell and approved.

**3. Current Financials**

Darci MacNab reviewed the current financials with the board. A short discussion ensued in regards to when an assessment payment would be received. Approval of the financials was motioned by Pelusi, seconded by Trudell and approved.

**4. New Business**

**a) BID Manager Update Report**

Ben Reiss informed the board that he had met with property owner Alon Abady. Reiss stated that Abady was partnered with Outfront Media and they had expressed interest in managing the banner sponsorship and would be submitting a proposal. Reiss informed the board of the new businesses coming to the WHDD and stated that he had delivered welcome packets. Reiss stated that a recap meeting with the board retreat facilitator had taken place. Reiss stated that an email blast had been sent in regards to Ed's Coffee Shop's closing event.

**b) Approval of West Edge Design Fair Agreement**

Reiss informed the board that thus far there were 4 businesses interested in participating in West Edge. Gulla Jonsdottir informed the board that she would oversee the design of the booth. Reiss informed the board that the cost of participating in West Edge would be \$8,000 which would be split between the participating businesses. A discussion ensued in regards to the logistics of the event.

**c) Approval of Design Miami**

Reiss informed the board that there were 12 confirmed participants for Design Miami. Reiss stated that a concept had been chosen and that an application had been submitted for consideration. Reiss stated that if accepted Jonsdottir would design the booth. A

discussion ensued. MacNab briefly informed the board what had been discussed at the previous marketing committee meeting and stated that the board needs to decide which projects to prioritize or allow the marketing committee to make those decisions. A discussion ensued. Pelusi made a motion to allow the marketing committee to make decisions about what marketing opportunities are in the best interest of the board, seconded by Rimedio and approved.

**d) Board Retreat Recap Discussion**

Reiss reviewed the action items discussed at the board retreat, which included: Strengthening the board, BID Member survey and Developing a working calendar. A short discussion ensued.

**5. Unfinished Business**

**a) Subcommittee Updates – BID Mixer, Brand Marketing**

Pelusi informed the board that he would send out an email in order to schedule the next subcommittee meeting.

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

Chase Colman informed the board there was a 30% increase in engagement on Instagram but channel growth had been stagnant and there had only been 18 new users in the last 2 months. Colman informed the board that it had been difficult to arrange meetings with businesses in regards to Takeover Tuesdays.

**c) Marketing Collateral Discussion**

Rimedio introduced Katie Bright, who created the neighborhood guide for the La Peer Hotel. Rimedio suggested that Bright be invited to the next marketing meeting. Bright shared her ideas for creating a sort of directory for the WHDD. A discussion ensued.

**6. External Partner Reports**

**a) City of West Hollywood**

Brant Birkeland informed the board of the ongoing issue on the Sunset Strip in regards to smash and grab robberies. Birkeland stated that the Sheriff's department was well aware and that the City's Public Safety department would be getting involved as well and would keep the board updated. Birkeland informed the board that the city had just launched a business visitation program in order to meet with individual businesses and find out if there were any issues in which in the city could help. Birkeland updated the board on the 1 million cups program.

**b) Visit West Hollywood**

Seth Chalmers informed the board of the VWH Tourism Summit, scheduled for August 30<sup>th</sup> at The Jeremy.

**c) West Hollywood Chamber of Commerce**

Tracy Paaso informed the board of the diversity training that was being offered by the WHCC on September 20<sup>th</sup>. Paaso reminded the board of upcoming Creative Business Awards scheduled for November 29<sup>th</sup>.

**7. Board Member**

Pelusi informed the board that he would be meeting with Ascencia on August 21<sup>st</sup> at his studio and encouraged board members to join if possible. Rimedio thanked the board for their continued participation and their patience.

**8. Public Comments**

None

Rimedio adjourned the meeting at 5:24pm. The next meeting is scheduled for Friday, September 21, 2018 at 4:00PM @ La Peer Hotel, 627 N. La Peer Drive, West Hollywood, CA.

WEST HOLLYWOOD MARKETING CORPORATION  
dba VISIT WEST HOLLYWOOD  
RECONCILIATION TO OPERATING BUDGET

	Current Month	YTD Actual	FYE 6/30/19 Budget	Budget Remaining
TOTAL FUNDS SURPLUS FROM PRIOR FY 17/18		\$62,062.53	\$62,062.53	\$62,062.53
REVENUE & PROGRAMMING FY 18/19				
9/5/18 50% of first Assessment payment		\$68,190.00		
TOTAL REVENUE & PROGRAMMING	-	\$130,252.53		
<b>EXPENSES</b>				
7/1/18 Compensation - July		\$4,166.67		
7/8/18 Facebook		\$25.00		
7/10/18 MailChimp		\$50.00		
7/18/17 Matte Black Group		\$2,500.00		
7/19/18 Cloudfare - Website		\$20.00		
7/21/18 Facebook		\$2.66		
7/21/18 Facebook		\$47.34		
8/1/18 Compensation - August		\$4,166.67		
8/2/18 Facebook		\$34.45		
8/7/18 Matte Black Group		\$2,500.00		
8/10/18 MailChimp		\$50.00		
8/19/18 Cloudfare - Website		\$20.00		
8/28/18 The Happy Hour Agency		\$4,375.00		
8/31/18 Rocky Lafleur Sponsorship		\$2,000.00		
9/1/18 Compensation - September		\$4,166.66		
9/1/18 Google Email		\$2.58		
9/2/18 Facebook		\$183.32		
9/10/18 Matte Black Group		\$2,500.00		
9/10/18 WHCC CBA Sponsorship		\$2,500.00		
9/11/18 WestEdge Participation		\$1,000.00		
9/11/18 Compensation - October		\$4,166.66		
TOTAL EXPENSES:		\$34,477.01	\$34,477.01	
TOTAL FUNDS AVAILABLE		\$95,775.52		