



**Meeting Details:**  
La Peer Hotel – the Drawing Room  
627 N La Peer Drive  
West Hollywood, CA 90069  
4pm-5:30pm PST  
July 21, 2021

## **BID MEETING AGENDA**

Wednesday July 21, 2021

4:00pm – 5:30 pm

- |     |  |         |
|-----|--|---------|
| 1)  | CALL TO ORDER/CHAIR REPORT                                       | 4:00 PM |
|     | a. Self-Introductions/Roll Call                                  |         |
|     | b. Board Comments on Agenda                                      |         |
| 2)  | APPROVAL OF AGENDA & MINUTES                                     | 4:05 PM |
|     | a. May Minutes (no minutes for June)                             |         |
| 3)  | FINANCIAL REPORT   | 4:10 PM |
|     | a. May Financials  |         |
|     | b. Approve May Financials  |         |
|     | c. Current Financials  |         |
|     | d. Approve June Financials                                       |         |
| 4)  | EXECUTIVE DIRECTOR REPORT  | 4:20 PM |
|     | a. Design District Trademark                                     |         |
|     | b. Community Outreach / Engagement                               |         |
| 5)  | UNFINISHED BUSINESS  | 4:30 PM |
|     | a. Board Nominations & Elections                                 |         |
|     | b. Special Events & Program Committee Activation                 |         |
| 6)  | COMMITTEE REPORTS  | 4:50 PM |
|     | a. Marketing/PR Committee Update (Leslie Espinoza)               |         |
|     | b. Social Media SYNHERGY Update (Dimple Thakkar / Caitlin Penny) |         |
|     | a. Welcome Committee Update (Gary Trudell)                       |         |
|     | b. Budget & Fundraising Committee Update (Cary Mosier)           |         |
| 7)  | EXTERNAL PARTNER REPORTS   | 5:15PM  |
|     | a. City of West Hollywood  |         |
|     | b. West Hollywood Chamber of Commerce                            |         |
| 8)  | BOARD MEMBER COMMENTS  | 5:20PM  |
| 9)  | PUBLIC COMMENTS  | 5:25PM  |
| 10) | ADJOURNMENT  | 5:30PM  |

**NEXT MEETING: AUGUST 18<sup>TH</sup>**