



Meeting Location:
Molteni Los Angeles
147 N. Robertson Blvd | West Hollywood CA 90048

IN PERSON BID MEETING - AGENDA

Wednesday, November 16, 2022

4:00 pm – 5:30 pm

- 1) **CALL TO ORDER/VICE CHAIR REPORT – Katherine Shadley** 4:00 PM
 - a. Self-Introductions/Roll Call (Nalani Santiago)
 - b. Board Comments on Agenda
 - c. Recap of new executive committee & regular meeting schedule
- 2) **REVIEW OF AGENDA & MINUTES – Katherine Shadley** 4:20PM
 - a. October minutes are incomplete due to CBA, we will have them in December for approval.
- 3) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** 4:22 PM
 - a. Update re: Proposal to City for Council to Approve
 - b. Marketing Report (Jamie Wilson)
- 4) **COMMITTEE REPORTS** 4:30 PM
 - a. Marketing/PR Committee Update (Caitlin Penny)
 - i. Social Media: SYNHERGY Update (Dimple Thakkar)
 - ii. Holidays in the District (Jamie & Alexa)
 1. Logo and collateral materials
 2. Business outreach
 3. Banner program
 - iii. Website Development Update (Dimple)
 - b. Events Committee Update (Katherine Shadley)
 - i. Holiday Mixer co-sponsored w/ WHCC at Mass Beverly (Gen)
 1. December 14 / 6 to 8
 2. Cecconi’s catering budget
 - ii. Holiday in the District
 1. Holiday Guide
 2. Window Decorating Competition
- 5) **UPDATES** 5:00 PM
 - a. Once Upon a Cocktail (Katie Bright)
- 6) **NEW BUSINESS** 5:10 PM
 - a. Gift for Nick
 - b. Choose Date for Strategic Planning Retreat
- 7) **EXTERNAL PARTNER REPORTS** 5:20 PM
 - a. City of West Hollywood – John Leonard / Tayler Coyne
 - b. West Hollywood Chamber of Commerce – Genevieve Morrill
 - Election recap
 - Advocacy efforts
- 8) **BOARD MEMBER COMMENTS** 5:25 PM
- 9) **PUBLIC COMMENTS** 5:30 PM
- 10) **ADJOURNMENT** 5:30 PM

NEXT MEETING: NOVEMBER 16TH