



Meeting Location:
La Brea Room | West Hollywood Park Aquatic Rec Center
8750 El Tovar Place | West Hollywood CA 90069

BID MEETING - AGENDA

Wednesday, July 19, 2023

4:00 pm – 5:30 pm

- 1) **CALL TO ORDER/CHAIR REPORT – Katherine Shadley** **4:00 PM**
 - a. Self-Introductions/Roll Call (Nalani Santiago)
 - b. Board Comments on Agenda
- 2) **REVIEW OF MINUTES – Katherine Shadley** **4:05 PM**
 - a. Review and Approve May & June Minutes
- 3) **FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard** **4:10 PM**
 - a. Review & Approve May & June Financial Report
- a. BID MANAGEMENT REPORTS**
- b. **BID Manager Report (Genevieve Morrill)** **4:15 PM**
 - Once Upon a Cocktail Update & Action
 - Popup Banner
 - BID Audit & Action
- c. **Executive Director Report (Greg Rang)** **4:25 PM**
 - BID Renewed
 - New Marketing Chair – Caitlin Penny
 - Retail Brokers Roundtable
 - Business Leadership Quarterly Meeting
 - JLL Recap
 - Melrose Marketing Money Activation
- d. **Marketing Report (Jamie Wilson)** **4:40 PM**
 - Newsletter & Website
- 5) **COMMITTEE REPORTS**
 - a. **Marketing & Events Committee Reports**
 - **Social Media Report: SYNHERGY (Dimple Thakkar)** **4:45 PM**
 - **Committee Updates (Caitlin Penny)** **4:50 PM**
 - Website
 - 75th Anniversary Update
 - Next Mixer – Save the Date: August 17th
 - b. **Nominating Committee (Flint Faulkner / Gary Trudell / Dimple Thakkar)** **5:00 PM**
 - Board Action
 - c. **Welcome Committee Report (Gary Trudell)** **5:10 PM**
- 6) **EXECUTIVE COMMITTEE REPORT – Katherine Shadley** **5:13 PM**
- 7) **EXTERNAL PARTNER REPORTS**
 - a. **City of West Hollywood (Taylor Coyne)** **5:15 PM**
 - b. **West Hollywood Chamber of Commerce Update (Genevieve Morrill)** **5:20 PM**
 - Critical State of All Businesses Call | July 21st | 10-11:30AM | Zoom
- 8) **BOARD MEMBER COMMENTS** **5:25 PM**
- 9) **PUBLIC COMMENTS** **5:27 PM**
- 10) **ADJOURNMENT** **5:30 PM**

NEXT MEETING: AUGUST 16th