



Board Members Present: Katherine Shadley, Flint Faulkner, Tobi Nierob, Caitlin Penny, Paris Chong, Marco Pelusi, Dimple Thakkar, Christopher Klapp, Charlie Brown, Ramona Sliva

Board Members Absent: Craig Susser, Gary Trudell, Nadia Al-Amir Galatro, Gulla Jonsdottir

Management Present: Greg Rang, Genevieve Morrill, John-Baptiste Godard (ph), Nalani Santiago

City Representatives: Laura Biery, Economic Development Department

Affiliate Board Members:

Guests

1) Call to Order/Chair's Report 4:09 PM – Chair, Katherine Shadley

- a. Roll call conducted by Nalani Santiago. Quorum met with seven (7) board members present.

2) Board Nominations

- a. Flint Faulkner presents slate of 3 new Board Member candidates
 - Charlie Brown (Kohler), Ramona Sliva (SoHo Home), Chris Klapp (Petrossian)
 - Flint makes a **Motion** to approve new board members
 - **Seconded** by Katherine Shadley
 - Motion **Carries** by unanimous vote
 - Charlie, Ramona, and Chris are approved as board members
 - With new board members, quorum threshold increases to eight (8) and is met
- b. Flint presents Board Members up for re-election
 - Katherine Shadley and Dimple Thakkar
 - Flint makes a **Motion** to reelect Katherine and Dimple
 - **Seconded** by Tobi Nierob
 - Motion **Carries** by unanimous vote
- c. Laura Biery swears in all three newly elected board members and both re-elected board members.

3) Review and Approve & Minutes – Chair, Katherine Shadley

- Review and Approve July minutes.
- Marco Pelusi makes a **Motion** to approve July minutes.
 - **Seconded** by Caitlin Penny
 - Motion **Carries** by unanimous vote
 - The July minutes are approved.

4) Approval of Financials

- a. Review and Approve July Financial Reports – John-Baptiste Godard
 - In the bank: \$364,988
 - Total revenue: \$20K
 - Total expenses: \$44,814
 - Net Income: (\$24,814)

- What are our yearly operating costs?
 - Gen and John-Baptiste have a more broke down version of this information, can share next.
 - **ACTION ITEM: John-Baptiste to look at annual budget and make sure we can cover all new expenses.**
- Flint makes a **Motion** to approve July finances
 - **Seconded** by Marco
 - Motion **Carries** by unanimous vote
 - The July financial report is approved

5) BID Management Report

a. BID Manager Report – Genevieve Morrill

- Motion to get more firms
- Flint brings proposal for mixology competition
 - Introduces Katie Brightside
 - Raise profile of WeHo as a Creative City
 - Once Upon a Cocktail Book, 54 bars, divided city in 4 sectors, book is due to launch Mid October
 - Mixology competition builds off book
 - Hoping for 100 bartender entries from which top 20ish will compete at event
 - Ticketed event, music, 300ish guests
 - November 3rd and 4th (closed room on 3rd, public vote on 4th)
 - Pitch: screen printing, documentary, poker chips, various design elements. The ask is for \$25k from WHDD to sponsor the design element.
 - **ACTION ITEM: Nalani to agendize for September meeting, where BID will discuss her pitch and decide.**

b. Executive Director Report – Greg Rang

- 1st, 2nd, and 3rd rounds of print ads have been pushed out
 - Challenging task, done in less than a quarter
 - First advertorials, then more advertisements
- **ACTION ITEM: Greg to write letter to Melrose businesses about what Design District has done to show them we know what we're doing.**
- **ACTION ITEM: Greg to check and share circulation numbers, QR statistics.**
- Were able to get Melrose funding from city to mitigate disruption from construction
- Website goes live in September
 - Digital campaign will coincide
 - ROI for print based mostly on circulation, website will give more data
- Melrose business owners have been very happy to learn what has been done on their behalf.

- Featuring photography from major traffic drivers using Google statistics
- **ACTION ITEM: All Board Members – Communicate any business closures or openings that you notice.**

6) Committee Reports

- Marketing & Events Committee Update – Caitlin Penny
 - Should be able to show website at September meeting
 - Will be 100% done by end of year
 - 75th Anniversary Update
 - Had preliminary meeting with potential sponsors
 - GE Monogram, & Ferguson
 - Partnership level support
 - Looking at September 19th, 2024 (maybe September 12th)
 - Capped at 125 and its full
 - Instagram engagement is up nearly 540%
 - Profile visits up 74%, average 77.43 likes per post, 171 new followers
 - Allocated funds to continue to promote growth
 - Shop Dine Design Melrose campaign continues to be priority
 - **ACTION ITEM: For everyone, remember Dimple can help you boost Instagram engagement. Form available for that and for feedback.**

7) Executive Committee Report – Katherine Shadley

- Need to appoint new Nomination Committee, have three (3) seats to fill.
- Flint Faulkner announces his resignation after this meeting.
- Katherine asks for a minimum of three (3) board members to volunteer for Nominating Committee.
 - Discussion ensues regarding having newly elected board members on Nominating Committee
 - Chris K and Ramona S express an interest
 - Katherine asks Dimple and Tobi to join as more seasoned board members
 - *After the board meeting, Caitlin asked if she too could be on the committee, Katherine said yes. (Placing in minutes so there is a record of who is on the Nominating Committee)*
 - Nominating Committee: Caitlin Penny, Chris Klapp, Ramona Sliva, Dimple Thakkar, and Tobi Nierob.
 - When look for potential board members, think restaurants, fashion, art, film, sectors, or filling niches not yet represented
 - Also, names that give leverage, have connections, also can be busy
 - Geographically, the board is skewed towards Beverly Blvd, think of other parts of Design District. This who/what/where isn't already represented

- d. **ACTION ITEM: Katherine to set up meeting with Greg for Nominating Committee.**
- e. Approved elite affiliate
 - The EC welcomed Springboard Hospitality Group into the Design District as an affiliate brand member.
 - Affiliate membership is for businesses outside of the Design District boundaries, who have interests in the District and whose membership boosts the District
- f. **ACTION ITEM: Genevieve to send new board members all the affiliate, board member standards, and other information.**
- g. **ACTION ITEM: Greg to implement funding from approved website maintenance support package.**
- h. **ACTION ITEM: All Board Members - Will have a photoshoot (headshots) at the September 20th meeting, please arrive camera ready.**
 - Probably won't launch website with everyone's photos because of turnaround time
- i. Need more presence at mixers
 - Participation important, primarily B2B, these are our events, so we need to attend
- j. **ACTION ITEM: Nalani to get board badges for new members.**

8) External Partner Reports

- a. City of West Hollywood – Laura Biery
 - Year End collections report for 2022-2023
 - \$111,540 billed, \$77,940 dispersed after city's \$220 handling fee
 - Collections rate of 70%, which is industry standard
 - Those that did not pay were individually sent to collections
 - **ACTION ITEM: Laura to confirm for brand new businesses how long waiver is and when it ends.**
 - Invoices for this fiscal year will be going out August/September (sometime in the first quarter, always)
 - Public Safety meeting this past Monday
 - New items moving forward to council
 - 39 new automated license plate readers (ALPRs) approved and being installed
 - New technology in Beverly Hills catches criminals quicker
 - Fixed post cameras and CCTV
 - City has cameras, important to train staff on own CCTV
 - Lockboxes dangerous, key locks and keycards are better
- b. West Hollywood Chamber of Commerce – Genevieve Morrill
 - Emergency Contact Card – for your staff so they know where to call for help
 - Sheriff, Fire Department, etc
 - New website will have this info too



BOARD MEETING MINUTES

8/16/2023

4 PM – 5:30 PM

Location: La Brea Room | WeHo Park ARC
8750 El Tovar Place | West Hollywood, CA

- Creative Business Awards
 - Nominations close September 8th
 - **ACTION ITEM:** All board members that are also WHCC members – please check your email for ballot to submit nominations for Creative Business Awards; if you can't find it, email Nalani: nsantiago@wehochamber.com.
 - **ACTION ITEM:** Nalani to place CBA sponsorship discussion and vote on September agenda.

9) **Adjournment**

- a. Meeting **Adjourned at 5:38 PM by Chair, Katherine Shadley**

Next Regular Board Meeting: September 20th, 2023

Respectfully submitted: Kristen Osborne, BID Management Team | Admin Support | August 24, 2023

Addendum – Action Items

If you need more context for the directives, the page number the ACTION ITEM is found on in the minutes has been included for your convenience.

- **ACTION ITEM:** John-Baptiste to look at annual budget and make sure we can cover all new expenses. (pg 2)
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