



- Board Members Present:** Tobi Nierob, Paris Chong, Dimple Thakkar, Charlie Brown, Gary Trudell, Caitlin Penny, Marco Pelusi, Gulla Jonsdottir, Christopher Klapp,
- Board Members Absent:** Craig Susser, Katherine Shadley
- Management Present:** Greg Rang, Genevieve Morrill, John-Baptiste Godard (ph), Kristen Osborne, Nalani Santiago
- City Representatives:** Laura Biery, Dereck Purificacion
- Guests:** Charlie from Harbour

1) Call to Order/Chair’s Report 3:03 PM – Acting Chair, Tobi Nierob

- a. Roll call conducted by Kristen Osborne. Quorum met with ten (10) board members present.
- b. Amendments have been incorporated into Bylaws
 - The policy regarding Affiliate members has been explicitly stated within the bylaws, including the limit of no more than three affiliate members on the board at a time. Additionally, all affiliate board members must be paid and in good standing and must be approved by the majority of the Board.
 - Marco makes a **Motion** to approve the bylaw amendments, Paris **seconds** the motion. The motion passes unanimously, the affiliate member policy is now in the bylaws.
- c. A reminder of the missed meeting policy in the bylaws. Cannot miss more than three meetings in a row and need to have an emergency reason
 - **ACTION ITEM: Gen, Katherine, Greg and Kristen to create a form for submitting notice of absences in advance.**
- d. Board of Governors discussion
 - Reminder that we are trying to create a Board of Governors for people who may be too busy to be on the board but would like to contribute to the Design District and would be beneficial to the WHDD brand
 - **ACTION ITEM: Gen to redistribute existing Board of Governors letter, along with the existing affiliate WHDD member letter and a new Board Member letter to Board**
 - **ACTION ITEM: All Board Members- If you know anyone who would be a good Board of Governors member, let Gen or Gary know**



2) Review and Approve & Minutes – Acting Chair, Tobi Nierob

- Review and Approve December minutes.
- Caitlin makes a **Motion** to approve December minutes.
 - **Seconded** by Charlie
 - Motion **Carries** by unanimous vote
 - The December minutes are approved.

2) Approval of Financials

a. Review and Approve December Financial Report – John-Baptiste Godard

- At end of December,
 - In the bank: \$470,170.56
 - Total revenue: \$20,000
 - Total expenses: \$41,425
 - Net Income: \$(21,425)
 - New expense categories have been implemented for clarity within financial reports, as board requested
- Marco makes a **Motion** to approve December financial report
 - **Seconded** by Gary
 - Motion **Carries** by unanimous vote
- **ACTION ITEM: JB to make financials landscape rather than portrait**

b. Approve up to 100k for 75th anniversary

- Caitlin makes a **motion** to approve up to \$100k for the 75th, Gulla **seconds** that motion
- Greg provided additional context of how the \$100k figure was reached, expressing that the executive committee came to the conclusion there is a fiduciary responsibility to spend the money that comes in from assessment fees, this programming will effectively increase business and further develop the WHDD branding
- The motion **passes** unanimously
- **ACTION ITEM: Kristen to add 75th anniversary banner discussion and action to February agenda**

c. Approve an additional \$2500 spend for gifts and prizes, making the total budget for those items \$7500 including the \$5000 for the Welcome Committee that was already approved

- Marco makes a **motion** to approve the addition \$2500, Charlie **seconds** the motion. The motion **carries** unanimously.

3) BID Management Report

- a. BID Manager Report – Genevieve Morrill
 - Banner Renewal Discussion
 - Banners are changing to double banners, which will be great and we’ve been asking for this, but interferes with the Louis Vuitton sponsorship they’ve already paid for
 - Rather than taking all banners out at once and having no LV banners up for 10 days, will stagger the installation process so that some banners will be up whole time
 - Mid-year annual report is complete!
 - Gen to talk to Laura about the quick turnaround between the Mid-year annual report and the complete annual report
 - **ACTION ITEM: All Board Members- If you notice any errors in Mid Year Annual Report, email nsantiago@wehochamber.com**
 - Dimple makes a **motion** to approve the Mid Year Annual Report for submission to the city, Paris **seconds** the motion. The motion carries **unanimously** and the Mid Year Annual Report is approved
- b. Executive Director Report – Greg Rang
 - Melrose Marketing Campaign print ads have one more month, the digital aspect of the campaign is launching soon
 - Media plan has targeted luxury email campaign to 100,000+ consumers in 75mi radius, SEO and SEM to display ads when consumers visit websites similar to WHDD and search for things similar to the DD brand
 - Frieze is to be Feb 27-March 4
 - Including a lot of businesses in the district and partnering with some galleries in West Hollywood but outside district as well, including Hauser & Wirth on Santa Monica Boulevard
 - Working with Vyto
 - Caitlin makes a **motion** to approve \$13,000 of the \$30,000 Frieze budget for Eclat PR, Charlie **seconds** the motion. The motion passes, Eclat PR will be brought on for PR for Frieze at \$13,000
 - Website Maintenance firm
 - The firm that built our website is willing to maintain it for \$400/month
 - Caitlin makes a **motion** to budget up to \$500/month for website maintenance. Marco seconds the motion, the motion **passes** unanimously

- **ACTION ITEM: Kristen to agendize RFP Vendor Process discussion for February and MediaMax Extension Cost Mechanics discussion and action for March**
- **ACTION ITEM: Kristen to agendize 75th Anniversary Logo Discussion and Action for the February Marketing and BOD meetings**

4) Committee Reports

a. Marketing & Events Committee Report (Caitlin Penny)

- Mixer Subcommittee Discussion and Action
 - Last year, we folded Marketing and Mixers into one committee. Would like to propose creating a new Mixer Subcommittee
 - Caitlin makes a **motion** to create a separate mixer subcommittee, Marco **seconds** the motion. The motion **carries**, the mixer subcommittee is now separate from the marketing committee
 - Greg lets board know that the February mixer is currently without a host
 - **ACTION ITEM: If you are interested in hosting February's or any other month's mixers, let Greg know**
- Social Media Report (Dimple Thakkar)
 - Celebrity driven content continues to perform really well, increases our statistics and helps build brand in process
 - Have developed internal tool that shows all WHDD content (anyone who tags the WHDD account or location or tags their location anywhere in the district) and can get more easy access to potential celebrity content
 - Engagement went up over 2000% from 2022 to 2023, last three months of year were highest performing, which is promising for holiday shopping season in a shopping district

b. Nominating Committee (Gary Trudell)

- **ACTION ITEM: Gary to invite potential new board members to February BOD meeting**
- To keep messaging consistent, would make sense for Gary to be distributor of affiliate member, BOD member, and BOG member letters
 - **ACTION ITEM: All Board Members to let Gary know about all people you would like to be considered for BOD, BOG or Affiliate members**
 - **ACTION ITEM: Gen to distribute Board, Affiliate, and Governor letters to Gary**

- **ACTION ITEM: Nominating Committee to develop a process for communicating duties with new potential BOD members at next meeting and present to board at February meeting**

5) Executive Committee Report (Caitlin Penny)

- a. Retreat will occur once again this year but differently, plan is to focus more on marketing and action items
 - **ACTION ITEM: All Board Members—If you know of any retreat facilitators you would recommend, let Gen or Katherine know**
 - Caitlin makes a **motion** for a \$10,000 budget for the retreat, Marco **seconds** the motion. The motion **carries**, a budget of \$10,000 is approved for the mixer
- b. Commission Schedule Announcement
 - Tiered commission for all of Greg’s sales
 - Advertising sales, sponsorships, affiliate program
 - Brought in 13.5k so far
 - Greg is already on the Chamber’s payroll handled by an external HR company and that same company has created the commission
 - Greg to receive 2023 bonus, as approved by the Executive Committee
- c. Expenditure Approval
 - Caitlin makes a **motion** to approve \$500 a month/\$6000 annually for Greg for meals and other outreach related expenditures with Design District members as needed, Dimple **seconds** the motion. The motion **carries** unanimously.

6) External Partner Reports

- a. City of West Hollywood – Laura Biery
 - Small Business Advocate of CA is hosting four week disaster preparedness webinar to help businesses prepare for unseen events such as cyber attacks, power outages, and other unexpected challenges that can have the impact mitigated through preparedness
 - Mayoral roles are on a rotating basis in West Hollywood. For 2024, John Erickson is now the mayor and Chelsea Byers is now the vice mayor.
 - The vice mayor role used to be called mayor pro temps, now called vice mayor officially
 - Jan 22nd City Council meeting will memorialize the waivers voted on at the Nov 20th meeting and extend the qualification deadline for being current on fees to Jan 31
 - The board poses the idea to Laura of a portal where the status of all fees is available to businesses



BOARD MEETING MINUTES

1/17/2024

4PM – 5:30 PM

Location: KOHLER Experience Center
8955 Beverly Blvd | West Hollywood, CA

- b. West Hollywood Chamber of Commerce – Genevieve Morrill
 - MyWeHo phase 2 plan is continuing, trying to meet with council and advocate for a total compensation plan to mitigate the harm of the minimum wage policy while ensuring employees make a certain compensation regardless of tips
 - If you have any advocacy issues, Chamber is here to advocate for businesses.
 - AMMBI is March 6th, the Annual Member Meeting and Board Installation for the Chamber.
 - Honoring Nick Rimedio with the Ray Reynolds award
 - **ACTION ITEM: If you would like to have an ad in the AMMBI program, order form is available for download [here](#)**

7) **Adjournment**

- a. Meeting **Adjourned at 4:28 PM by Acting Chair, Tobi Nierob**

Next Regular Board Meeting: February 21st, 2024 AT KOHLER Experience Center

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

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.

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- **ACTION ITEM:** Gen to redistribute existing Board of Governors letter, along with the existing affiliate WHDD member letter and a new Board Member letter to Board (pg 1)
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