



Meeting Location:
Conference Room at Kimpton La Peer Hotel
627 N La Peer Dr, West Hollywood, CA 90069

BID BOD MEETING - AGENDA

Wednesday, October 16th, 2024

BID Meeting: 4:00PM-6:00PM

1. **CALL TO ORDER/CHAIR REPORT- Katherine Shadley (Chair)** **4:00 PM**
 - a. Self-Introductions/Roll Call (Kristen Osborne)
 - b. Board Comments on Agenda
 - c. **Review of September Minutes – Discussion and Action**
 - d. Treasurer Position

2. **FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard** **4:15 PM**
 - a. Review & Approve September Financial Report

3. **EXTERNAL PARTNER REPORTS** **4:25 PM**
 - a. City of West Hollywood (Laura Biery)
 - Update on Undergrounding of Utilities on Almont and La Peer
 - b. West Hollywood Chamber of Commerce (Genevieve Morrill)
 - c. Visit West Hollywood (Tom Kiely)

4. **BID MANAGEMENT REPORT** **4:45 PM**
 - a. Executive Director Report (Greg Rang)
 - Receive and File
 - **MediaMax Renewal Discussion and Action**
 - Design West Hollywood Update, Discussion, and Action
 - ICAA Silent Auction
 - b. BID Manager (Genevieve Morrill)
 - EIN Discussion (John-Baptiste Godard)
 - **Placer AI Discussion and Action (John-Baptiste Godard)**
 - BID Restructure Discussion and Next Steps
 - Banner Update
 - Ad Hoc Committee Protocol

5. **COMMITTEE REPORTS** **5:15 PM**
 - a. Executive Committee Report
 - Marketing RFPs Update
 - Reserves Discussion
 - b. Holidays in the District Ad Hoc Committee Report (Katherine Shadley)
 - **HITD Banners Discussion and Action**
 - c. Revenue Generation Committee Report
 - **Website Banner Discussion and Action**
 - d. Nomination Committee Report (Chris Klapp)
 - e. Social Media Report (Dimple Thakkar)
 - **Ad Spend Fund Allocation Discussion and Action**

6. **BOARD MEMBER COMMENTS** **5:45 PM**

7. **PUBLIC COMMENTS** **5:55 PM**

8. **ADJOURNMENT OF BOARD MEETING** **6:00 PM**

NEXT MEETING: November 20th