



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

1) Call to Order/Chair’s Report 4:11 PM – Katherine Shadley

- a. Roll call conducted by Kristen Osborne. Quorum met with ten (10) board members present.
- b. Marco makes a **motion** to move Laura Biery’s report from the City of West Hollywood to the top of the agenda to accommodate her need to leave early. Tobi **seconds** the motion; the agenda is adjusted and the external report from the City is moved to the top of the agenda.
- c. The vote on the vice-chair is postponed until March’s BOD meeting

2) External Partner Reports

- a. City of West Hollywood – Laura Biery
 - Invoices for the BID go out in beginning of fiscal year in the July-August timeframe
 - Mid-year status update: 143/260 assessed businesses have paid their BID fees (55%), typically 60-70% for BIDs industry wide so a bit below average
 - Will continue to work with Greg and Gen to get closer to that threshold, will provide list of businesses that have not paid with them prior to going to collections
 - **ACTION ITEM: Gen and Greg to make plan for how to remind/nudge the necessary businesses**
 - **ACTION ITEM: Greg to share cleaned WHDD business database with the city of West Hollywood**
 - Penalty for paying late but able to work with folks to waive penalty for extenuating circumstances
 - March 10th is the Oscars, Vanity Fair party in Beverly Hills (near city boundary), Elton John party
 - Will bring business to West Hollywood; this is where stars stay, where they get ready, where they go out after
 - LA Marathon is March 17th

- Also St. Patrick’s Day, businesses may be affected by road closures from 4am-2pm so check with staff if you are open that day to make sure they can get to work
- Streets usually re-open around 1pm

3) Review and Approve & Minutes – Katherine Shadley

- Review and Approve January minutes.
- Chris makes a **Motion** to approve January minutes.
 - **Seconded** by Gulla
 - Motion **Carries** by unanimous vote
 - The January minutes are approved.

4) Approval of Financials

- a. Review and Approve January Financial Report – John-Baptiste Godard
 - At end of January,
 - In the bank: \$408,695.32
 - Total revenue: \$68,677
 - Total expenses: \$85,388
 - Net Income: \$(26,507)
 - Chris makes a **Motion** to approve January financial report
 - **Seconded** by Marco
 - Motion **Carries** by unanimous vote

5) BID Management Report

- a. BID Manager Report – Genevieve Morrill
 - Banner program update
 - After the issue with the banner pole replacement, city now requiring permit for every single banner installation. Will take some adjustment but after time will hopefully run smoother
 - Starting to have double banners, which will hopefully allow for more creative freedom for the sponsors while allowing for the required Design District branding and make them easier to sell
 - Working with Greg and Caitlin on negotiating the next banner contract, still in progress
 - Melrose Agreement with city was extended to allow for the remaining \$24,000 in that to be spent on the ongoing Shop Dine Design Melrose digital campaign

b. Executive Director Report – Greg Rang

- Mixer on February 22nd at Harbour, had about 120 RSVPs
 - Decided to rotate speaking duties amongst BOD members at mixers
- Greg joined Tobi at the Ferguson-sponsored Modernism Week event in Palm Springs, made some connections in the Desert Design District out there
- Boffi event on Wednesday, February 28 6-8pm
 - Collaboration with Cecconi's and Hamilton-Selway
- Prior to that event, VIP toast at the Baxter Edra showroom to kick off the 75th anniversary of the Design District with the WHDD BOD, City Council, City Staff, and some members of the Edra family flying in from Italy
 - Photo op that will drive the storytelling for the rest of the year
 - February 28 at 5pm
- Art Walk March 1 from 11-6, Art Walk After Dark from 6-8pm
 - Interesting activations taking place across the district; artist talks, live portraiture at showrooms
 - Ten galleries in and outside of the Design District are participating
 - After Dark promotion will have cocktail activations from various Design District restaurants
- Photography and video budget discussion and action
 - Photographer has been generously helping us, current budget is \$20,000 but makes sense to increase that by an additional \$2,500 a quarter (for a total of \$30,000 annually) to allow for additional video content.
 - Katherine makes a motion to allow for an increase of the photography budget from \$20,000 to \$30,000 annually to allow for videography
 - **ACTION ITEM: Kristen to create a budget approval tracker spreadsheet to keep track of approved increases in budget at BOD meetings**
- 75th Banner Discussion
 - Unless we can get a sponsor, does not make financial sense to reserve banners for WHDD
 - Instead, can use the WHDD 75th Anniversary logo instead of typical WHDD logo during the 75th anniversary period
 - **ACTION ITEM: Greg to re-send 75th Sponsorship Deck**
 - **ACTION ITEM: Kristen to add new phone/laptop for Greg to March agenda**

6) Committee Reports

a. Marketing & Events Committee Report (Caitlin Penny)

- **ACTION ITEM: All Board Members- Email Caitlin and Greg regarding any necessary changes to the website you notice**
- Savannah College of Art and Design is potentially interested in sponsoring the 75th anniversary
 - Idea of a fashion design contest repurposing old WHDD banners
 - In early talks, updates to come
- Melrose digital campaign getting excellent metrics, exceeding the figures MediaMax gave for industry benchmarks in terms of click rates and display metrics
- Social Media Report (Dimple Thakkar)
 - Social media is performing excellently, new engagement record in January with 48,000 engagements and reach of 57,000
 - New tools that help Dimple’s team find Design District related content from notable figures are proving very successful
 - Featuring figures like Taylor Swift, Rihanna and A\$AP Rocky, Jennifer Aniston, Steve Aoki etc. all either in the Design District or having some connection to it
 - MediaMax ads likely driving some of this traffic, so good job!

7) Executive Committee Report (Katherine Shadley)

a. Graphic Design budget discussion and action

- Caitlin makes a **motion** to approve an increase in the yearly graphic design budget from \$9,000 to \$20,000 for graphic design. Marco **seconds** the motion. The motion passes unanimously.

b. Retreat will be April 17th from 11am-5pm, will be facilitated by Limitless HR

c. New vendor approval process will be that for services that will cost upward of \$5000, there will need to be three bids. For annual contracts, the Board will require at least an RFP.

- Caitlin makes a **motion** to approve the new vendor approval guidelines. Marco **seconds** the motion. The motion **passes** unanimously.

8) External Partner Reports (Cont.)

a. West Hollywood Chamber of Commerce – Genevieve Morrill

- AMMBI is March 6 at the Andaz Hotel from 8:30am-11am. Tickets are available for purchase on the Chamber’s website if you are interested in attending



BOARD MEETING MINUTES

2/21/2024

4PM – 5:30 PM

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

9) **Adjournment**

- a. Meeting **Adjourned at 4:31 PM by Chair**, Katherine Shadley

Next Regular Board Meeting: March 20th, 2024 AT KOHLER Experience Center

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



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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: Greg to re-send 75th Sponsorship Deck (pg 3)**
- **ACTION ITEM: Kristen to add new phone/laptop for Greg to March agenda (pg 3)**
- **ACTION ITEM: All Board Members- Email Caitlin and Greg regarding any necessary changes to the website you notice (pg 4)**