

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

1) Call to Order 4:17 PM – Katherine Shadley

- a. Roll call conducted by Kristen Osborne. Quorum met with seven (7) board members present.
- b. Marco makes a **motion** to move the nominating committee update to the top of the agenda to accommodate Gary’s need to leave early. Gary **seconds** the motion, the motion **passes** unanimously

2) Committee Reports

- a. Nomination Committee Report (Gary Trudell)
 - In general, in need of more names to interview. Potential nominees have been hesitant regarding the time commitment and since attendance is very important, have not met the right candidates yet
 - **ACTION ITEM: ALL BOARD MEMBERS- Send Gary at least one name of someone within the Design District who you think would be a good consideration for the BOD. They cannot be affiliates because we are at the max affiliate amount.**

3) Chair Report

- a. Vote on Vice-Chair Position
 - Gary makes a recommendation as Chair of Nominating Committee for Caitlin Penny to become the vice-chair.
 - Gary makes a **motion** that Caitlin Penny becomes the Vice-Chair of the WHDD BOD. Marco **seconds** the motion, the motion **passes** unanimously. Caitlin is now Vice-Chair.

4) Review and Approve & Minutes – Katherine Shadley

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

5) Approval of Financials

- a. Review and Approve February Financial Report – John-Baptiste Godard
 - At end of February,
 - In the bank: \$403,861.05
 - Total revenue: \$20,000
 - Total expenses: \$44,897
 - Net Income: \$(24,897)
 - Marco makes a **Motion** to approve February financial report
 - **Seconded** by Gary
 - Motion **Carries** by unanimous vote

6) BID Management Report

- a. BID Manager Report – Genevieve Morrill
 - Three year banner renewal is coming up at the end of June, working with city to get accountability for any hiccups with the banner program written into the contract and into the city agreement
 - Meeting with city soon about expediting the new banner permit process
- b. Executive Director Report – Greg Rang
 - Had \$8,000 left over from Frieze budget, will be moving that budget to the Frieze 2025 budget which will now be \$38,000
 - La Cienega Design Quarter (LCDQ) president has stepped down
 - Will be highlighting the businesses on Melrose that are in both districts to get a promotional boost to WHDD’s social during LCDQ at the beginning of May
 - Working with the city to get a trolley/bus to move people throughout the district during LCDQ
 - PST ART event hosted by the Getty in the fall, Laura Biery will connect Greg and talk about how we can encourage activations in the District during that event
 - Salone 2024 is coming up in Italy, Greg will work with Dimple to encourage social media “takeovers” and other promotional material from that event by local attendees
 - Next week, phone call with MediaMax and Caitlin about shortening the SEO program and reallocating that money into a geofencing campaign to see if people are viewing content when actually in the District
 - Next round of MediaMax print ads will be the Herman Miller showroom, designed by the Eames Office, advertising our 75th anniversary

7) Committee Reports (Cont.)

a. Marketing & Events Committee Report (Caitlin Penny)

- Phase 2 of website is currently being developed
 - **ACTION ITEM: ALL BOARD MEMBERS-** Send Kristen your photo of choice from [this website](#)
 - **ACTION ITEM: ALL BOARD MEMBERS-** Email Greg and Caitlin your ideas, corrections, general feedback for the website as phase 2 is developed.
- Marketing committee to be dissolved because much of what occurs in the Marketing Committee gets wrapped up into Greg’s Executive Director reports. Will streamline many processes and allow everyone to run more efficiently. If the committee does need to convene at some point, can be an Ad Hoc meeting
- Katherine makes a **motion** to purchase an iPhone as an asset for the WHDD to be managed by Greg Rang. Marco **seconds** the motion. The motion **passes** unanimously, an iPhone worth up to \$1800 will be purchased for use by Greg Rang
- Social Media Report (Dimple Thakkar)
 - 116,000 reach in February (a 103% increase from January)
 - Second highest engagement record ever at 35,161
 - 551 new followers
- Mixer Committee Update
 - Katherine is now chair because Charlie had to step down from Board
 - Next mixer is April 18th at Blu Dot from 6-8pm

8) Executive Committee Report (Katherine Shadley)

- a. Selected Abbe Land as the retreat lead for April’s retreat which will be from 11am-5pm at La Peer Hotel
- b. Caitlin makes a **motion** to reinstate a mixer budget of \$1500 per mixer. Tobi **seconds** the motion. The motion **passes** unanimously.
- c. The board is in need of a secretary now that we have changed Caitlin’s role.
 - **ACTION ITEM: ALL BOARD MEMBERS-** Let Katherine know if you’re interested in being secretary
- d. New policy of allowing for approved absences in addition to the three that the bylaws allow with the submission of the absence approval form

9) External Partner Reports

- a. City of West Hollywood (Laura Biery)
 - Quorum was lost before Laura’s report from the city so the Billing Schedule Action Item will be moved to April’s BOD meeting at the beginning of the retreat
 - Will be voting on moving assessment billing to align with business tax renewal schedule
 - Taylor Coyne is back from parental leave!
 - Care Team Presentation (Ayana Rose and Giovanni Godoy)
 - Sycamores is contracted with LA County through their mobile crisis outreach team that’s connected to 988. West Hollywood contracted Sycamores to help develop the Care Team which launched in September 2023
 - Care Team consists of two peer support specialists who have navigated the systems and successfully come out the other side, as well as the triage program manager
 - Assist with housed and unhoused individuals alike, provide welfare checks, social services and support as needed. One aim is to be a bridge between individuals in need and the services that are essential for economic uplift that can feel out of reach, as well as provide a rationally compassionate approach to mental health issues in the community
 - For businesses, best course of action for crime is 911 and they will outsource to Care Team if relevant/during hours
 - 988 is for those who may not be committing a crime but need psychiatric intervention. Intended for community use
 - Care Team services provided from 2pm-6am Monday-Friday and from 2pm-10pm on Saturdays and Sundays
 - Currently working to hire for 24/7 coverage
- b. West Hollywood Chamber of Commerce – Genevieve Morrill
 - Working on advocating for businesses on Melrose as street scape developments continue

10) Adjournment

- a. Meeting **Adjourned at 5:41 PM by Chair**, Katherine Shadley

Next Board Meeting is RETREAT: April 17th, 2024 at La Peer Hotel from 11am-5pm

Respectfully submitted: Kristen Osborne, BID Management Team | Admin Support | April 1st



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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