

**Board Members Present:** Tobi Nierob, Paris Chong, Dimple Thakkar, Gary Trudell, Caitlin Penny, Marco Pelusi, Katherine Shadley, Craig Susser, Christopher Klapp, Gulla Jonsdottir

**Board Members Absent:**

**Management Present:** Greg Rang, Genevieve Morrill, Kristen Osborne, Nalani Santiago

**City Representatives:** Laura Biery, Dereck Purificacion

**Guests:** Abbe Land

### 1) Call to Order 11:05 AM – Katherine Shadley

- a. Roll call conducted by Kristen Osborne. Quorum met with ten (10) board members present.

### 2) Review and Approve & Minutes – Katherine Shadley

- Review and Approve March minutes.
- Marco makes a **Motion** to approve March minutes.
  - **Seconded** by Craig
  - Motion **Carries** by unanimous vote
  - The March minutes are approved.

### 3) Approval of Financials

- a. Review and Approve March Financial Report
  - At end of March,
    - In the bank: \$ 411,412.28
    - Total revenue: \$42,500
    - Total expenses: \$41,747
    - Net Income: \$753
  - Marco makes a **Motion** to approve March financial report
    - **Seconded** by Chris
    - Motion **Carries** by unanimous vote

### 4) BID Management Report

- a. Executive Director- Greg Rang
  - 75 Years of Design in The District exhibit being developed for library by Greg Firlotte
    - Marco makes a **motion** to allot \$3,000 of the existing \$100,000 75<sup>th</sup> Anniversary Budget towards the 75<sup>th</sup> Anniversary Exhibit at the library, Chris **seconds** the motion. The motion passes unanimously.
  - LCDQ Legends event is coming up at beginning of May, aim to take advantage of the increased crowds by connecting with Beverly Center for parking and transport

to the WHDD. Will have two luxury vans with the 75<sup>th</sup> anniversary logo operating during the event taking people from parking at the Beverly Center second floor to the Design District.

- Tobi makes a **motion** to approve \$6,000 total for the LCDQ Transportation and parking, Chris **seconds** the motion. The motion **passes** unanimously, \$6,000 is approved.

## 5) External Partner Reports

### a. City of West Hollywood (Laura Biery)

- As discussed at March meeting, city is considering changing the assessment billing schedule so that businesses are only billed one time. Because this information will be in the Reestablishment Public Hearing Notice, the deadline for this decision is May 1.
  - Board poses idea of rather than changing billing schedule, include more information regarding what the dues go to when billing is sent out.
  - **ACTION ITEM: Kristen to add “Why Letter” discussion to May agenda**
- Chris makes a **motion** to keep the billing schedule the same for 2024-2025 and reconsider the conversation next year. Marco **seconds** the motion. The motion **passes**.

## 6) Transition to Remainder of Retreat

## 2023-2024 Accomplishments

- MediaMax Digital and Print Campaign from Melrose Marketing money from city
- Art Walk 2024
- 75<sup>th</sup> Anniversary kickoff event with Boffi, Cecconi's, and Hamilton-Selway
- 5 mixers
- Built up library of photo content for marketing purposes
- New website and corresponding newsletter
- Holidays in the District banners
- Stronger focus on outreach and branding
- Increased social engagement, particularly in response to Art Walk 2024

## Goals for 2024-2025

- Less activations to allow for more focus to each event
  - After discussion, want to move away from “mixers”, would like to instead feature three signature events a year
  - Will help focus brand identity
  - For 2024-2025, three events will be the 75<sup>th</sup> Anniversary event in September, the Holidays in the District promotion in December (culminating in a higher end soiree), and the Art Walk/Frieze to correspond with Frieze 2025 (dates TBD, probably February/March)
    - Each event to have an Ad-Hoc committee, encourage participation for non-board members as a way to encourage some new potential board members to start getting involved
  - With those events, goal is to have a sophisticated, curated guest list
    - Getting collateral to BOD members earlier so they can distribute to network
    - Strengthening and refining outreach strategy
    - One goal of fewer events is higher attendance, making a WHDD event more rare special occasion

- Other activations with more specific goals/audiences: Curated experiences for hotel concierges
- Proactive calendar and agendas that reflect needs of that calendar
  - Beginning preparation months prior to the event to ensure the full extent of all visions can be executed, clear understanding and delegation of who is responsible for what
- Better understanding of Board Best Practices
  - Meeting attendance
  - Dedicating bulk of meeting time to discussing decisions that need to be made?
  - Brown Act adherence
    - Ensuring BID Management receives all agenda items before deadline
- Entry Signage for Doheny Entrance? City has some plans in work, BID should be involved
- Better awareness by assessed businesses of what they're billing goes to and why, how they benefit from the BID
  - Annual report or other informative insert with billing? Using billing as a marketing opportunity?
    - Maybe even outreach, use billing as encouragement to get involved with BID

## Road Map to 2024-2025 Goals

What is vision for each event?

- Holidays in the District
  - Soiree event will be upscale version of existing mixers
  - Idea floated of a higher end Santa promotion, concerns about branding so decided against
  - Instead, focus on upping publicity for what we already do and preparing more
    - Window Display contest advertised more for consumer activation opportunities, press releases?
  - Draft planning timeline: Ad hoc committee meets July-September, collateral assets by September 15<sup>th</sup> to allow for activation of as many businesses as possible, October check

in, window display activation beginning at the end of November and soiree in early December

- 75<sup>th</sup> Anniversary
  - Gallery event, showcasing exhibit that Greg and Greg Firlotte are working on through the library, and sit down dinner for the business owners located within the district specifically
    - Also potentially SCAD student collaboration, creating fashion from old banners
  - Planning needs to start immediately, ideally all details ironed out by June 1 and all invitations sent out by August
  - Hor's devours and drinks passed around, limited guest list, focus on WHDD businesses
    - Opportunity to show those who pay assessment fees what they're a part of, both historically and contemporaneously
    - Possible awards component
  - Will also be put together by an ad-hoc committee
- Art Walk/DIEM
  - Art Walk 2025 would occur on a Friday again, DIEM would be the following Saturday
  - Ticketed dinner on Friday night as a bridge between the two events
    - Host at Leica
  - ArtWalk Component to have smaller amounts of programming
    - Can activate galleries without programming, but 2-3 featured galleries with programming to shuffle people around
  - DIEM also to be smaller in first year, plan for both to use this year as a beta/benchmark year and adapt future programming in response to successes/challenges
    - 2-3 featured showrooms with programming and nearby other showrooms can benefit from runoff business
  - Will also be put together by an ad-hoc committee
    - Paris to be lead on Art Walk and Gulla to be lead on DIEM
    - Timeline is TBD dependent on DIEM, ideally monthly check-ins
    - Call to Action/Collateral by Mid-October

- General Board Goals Road Map
  - Committees/Board meetings
    - Welcome Committee duties delegated moreso to Greg to allow Gary to focus more on nominating committee
    - Executive committee can make some decisions, must inform the board and all decisions must be on public agenda
    - Focus bulk of board meeting on proactive agenda rather than review, potentially create a consent calendar or other method of receiving and filing what doesn't need to be voted on?
    - For ad-hoc committees, first meeting should address
      - Budget
      - Timeline
      - Deliverables and who is accountable for each
      - Delegating all responsibilities explicitly
  - How to measure success of events
    - Determine metrics of success, use this as a base year. What can we track? What is intended outcome and what will be marker of that?

**Board Best Practices review (adapted from a document created by Abbe Land Consulting, 2024)**

- Annual Board Review
  - What are the board's fiduciary responsibilities?
    - Care and loyalty to the community, doing what is best for the WHDD businesses
  - Bylaws – to be reviewed by all board members and BID management annually for accuracy
  - Conflict of Interest- Board members should check in with themselves on an annual basis regarding their own standing with regards to conflicts of interest. Board service is for interest of the community, not for oneself
- Agreed Upon Communication Expectations

- Email- If urgent response is needed, state necessary timeframe in subject of email.  
Respond to all emails regardless of urgency within 48-72 hours
- Text- Text for situations that are more urgent/immediate than email. Group chats cannot contain three or more board members
- Committees-Ad hoc committees still have responsibility to communicate what they are doing to the board through reports to the board that will be added to the agenda.  
Executive committee has budget authority, all other committees must bring budget items to full board.
- Between board meetings- All communications between more than two board members regarding board activities need to happen in a formal setting. Special board meetings may be called by the chair with 24 hours notice
- Between board members and staff- Staff should communicate all activities on behalf of the board to the board, staff should not act with authority on matters that should be brought to the larger board. All agenda items should be communicated with BID Management as early as possible and prior to the Board Act deadline
- Accountability
  - Attendance- All board members should attend all meetings for which they do not have a significant conflict. If you know you are unable to attend a board meeting in advance, you must inform executive director and board chair prior to the meeting using the excused absence form.
  - Participation-Board members are expected to participate during board meetings. If an issue is raised in the board meeting, members are expected to speak up regarding their opinions and feelings during the designated discussion time.
  - Taking on Assignments- Board members should all be participating in the functioning of the WHDD BID functioning and events. Assignments should be distributed evenly and everyone should do their part towards the board's functioning. If you have agreed to do something by a certain date, be accountable for what you agree to or communicate issues as soon as they arise.

- Tracking accountability: BID Management takes attendance at each meeting and tracks overall board attendance.
- Board Recruitment
  - Criteria: People who will be willing to assist with the board, take on assignments, have WHDD businesses, have contacts that will attend events and bring the atmosphere that is desired, team players
  - Job Description: Accountability for attendance, we want people who will actually participate and lead, people who care about the whole district, not just self interest. People with ideas and energy
  - Process: Board members send potential board member candidates to the nomination committee.
  - Board Member Agreement: Needs to be updated by leadership annually, signed by every board member when they first sign on and when their term is renewed
- Evaluations
  - Annual Staff Performance Evaluation: Yearly for Greg, who started in May 2023 so first one of these is coming up soon
  - Board Self-Evaluation: Check in with yourself. Are you participating during board meetings? Are you completing what you are accountable for when you are supposed to?