



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

**BID BOD MEETING - AGENDA**

Wednesday, July 17, 2024

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

1. **CALL TO ORDER/CHAIR REPORT- Caitlin Penny (Vice Chair)** **4:00 PM**
  - a. Self-Introductions/Roll Call (Kristen Osborne)
  - b. Board Comments on Agenda
  - c. **Review of June Minutes – Discussion and Action**
  - d. **2024-2025 BOD Election Discussion and Action**
  - e. Swearing In Ceremony
  
2. **FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard** **4:25 PM**
  - a. Review & Approve June Financial Report
  - b. WHDD Insurance Discussion
  
3. **BID MANAGEMENT REPORT** **4:35 PM**
  - a. Executive Director (Greg Rang)
    - WHDD/BID Wayfinding Signage Overview and Discussion
    - **Monetization of Web Traffic Discussion and Action (Dimple Thakkar)**
    - Phase II of Web has Started
    - **MediaMax Additional Spend Discussion and Action**
    - **Aspire Presentation Discussion and Action**
    - Board of Governors Update
  - b. BID Manager (Genevieve Morrill)
    - Code of Conduct Review
    - Board Attendance Policy Review
    - Banner Program Update
    - **Draft RFP Review and Approval Action**
    - Discussion of Celebrity Photo Usage
  
4. **COMMITTEE REPORTS** **5:15 PM**
  - a. Executive Committee Report
    - EIN Number Discussion
    - Beverly Center Affiliate Discussion
  - b. Social Media Report (Dimple Thakkar)
  - c. DIEM Ad Hoc Committee Report
  
5. **EXTERNAL PARTNER REPORTS** **5:40 PM**
  - a. City of West Hollywood (Laura Biery)
    - Sustainable Works Presentation (Suzy Borlido)
  - b. West Hollywood Chamber of Commerce (Genevieve Morrill)
  
6. **BOARD MEMBER COMMENTS** **5:45 PM**
  
7. **PUBLIC COMMENTS** **5:55 PM**
  
8. **ADJOURNMENT OF BOARD MEETING** **6:00 PM**

**NEXT MEETING: August 21<sup>st</sup>**