



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

BID BOD MEETING - AGENDA

Wednesday, September 18th, 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 August Minutes – Discussion and Action**

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

- 3. EXTERNAL PARTNER REPORTS 4:25 PM**
 - a. City of West Hollywood (Laura Biery)
 - b. West Hollywood Chamber of Commerce (Genevieve Morrill)
 - Placer AI vs Visa Discussion and Action
 - Creative Business Awards Sponsorship Discussion and Action
 - c. Visit West Hollywood

- 4. BID MANAGEMENT REPORT 4:45 PM**
 - a. Executive Director Report (Greg Rang)
 - Receive and File
 - b. BID Manager (Genevieve Morrill)
 - Banner Program Update
 - MediaMax Update Discussion and Action
 - WHDD 101

- 5. COMMITTEE REPORTS 5:15 PM**
 - a. Executive Committee Report
 - RFP Update and Action
 - b. Holidays in the District Ad Hoc Committee Report (Katherine Shadley)
 - c. Revenue Generation Committee Report
 - d. Nomination Committee Report (Chris Klapp)
 - e. Social Media Report (Dimple Thakkar)
 - Ad Spend 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: October 16th