

**Board Members Present:** Katherine Shadley, Paris Chong, Gary Trudell, Marco Pelusi, Andrea Bastug, Christopher Klapp, Evan Thomas, Tobi Nierob,

**Board Members Absent:** Caitlin Penny

**Board of Governors Present:** Jeff Morris

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

**Partner Organizations:** **Synhergy** – Dimple Thakkar  
**City of WeHo Staff** – Laura Biery, Taylor Coyne

**Guests:** Clementine Todorov

### 1) Call to Order 4:08 PM – Katherine Shadley (Chair)

- a. Roll call conducted by Kristen Osborne. Quorum met with seven (8) board members present.

#### Chair Report – Katherine Shadley (Chair)

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

### 2) Approval of Financials – John-Baptiste Godard

- a. Review and Approve August Financial Report
  - At end of August,
    - In the bank: \$350,053.95
    - Total revenue: \$32,200
    - Total expenses: \$26,604
    - Net Income: \$5,596
  - Chris makes a **Motion** to approve August financial report
    - **Seconded** by Paris
    - Motion **Carries** by unanimous vote

### 3) External Partner Reports

- a. City of West Hollywood
  - Economic Development (Laura Biery and Taylor Coyne)
    - On the 16th, City Council approved the Halloween package so carnival will be returning! Within that package, the city flagged an amount of money to match the amount put forward by the SSBID for the Halloween Trolley. Details regarding street closures and other important resources for Halloween are available [here](#)
    - The Economic Development department is having some staffing changes; Taylor’s last day will be October 3
      - Department is searching for a new manager and analyst

- Pride 2025 dates have been selected; Pride starts here branding continues with WeHo Pride set for May 30-June 1
- In Paris this summer, for the first time ever, the Olympics had a Pride House. There was a ceremonial handoff from Paris to West Hollywood and while official details are still being worked out, in 2028 the Olympics Pride House will be in West Hollywood in some fashion.

b. West Hollywood Chamber of Commerce

- Placer AI discussion
  - John-Baptiste is currently negotiating with the PlacerAI team to get an accurate quote for how much an annual subscription for the Chamber would be. If we were to move forward with that, we would split the cost with the BIDs and be able to get information for businesses that pay into the BIDs
    - City has Placer AI already within the Economic Development department but can only field so many questions. This would allow for a greater output of inquiries and more granular information access
  - They seem open to negotiating from the quote that we were initially given, not ready for an action quite yet
  - What is Placer/what does it offer?
    - Tracks based on location services on phones, ability to look at information from many angles (demographics, where are they coming from, what times of year have increases in traffic where, what is the sequence of a typical night out, etc)
      - Many potential uses and implications, particularly as we are beginning to recruit sponsors. Giving data on the District can add to our appeal.
  - Might be worthwhile to see if we can do a 30 or 90 day trial to see demand, if it is worth it, if it gets used.
  - **ACTION ITEM: JB to continue negotiating with PlacerAI, Kristen to add further discussion and action to the October agenda**
- Creative Business Awards
  - 2024 Creative Business Awards are scheduled for November 12 at the 1 Hotel from 6-10pm with an after party from 10-12pm
    - This is the 40<sup>th</sup> Creative Business Awards which is the ruby anniversary, the theme will be No Place Like WeHo in honor of the 40<sup>th</sup>

- For \$6500, WHDD can be Awards Sponsors which includes a table of 10 guests.
  - Marco makes a **motion** for WHDD to sponsor the Creative Business Awards at the Awards Sponsor level for \$6500, Chris **seconds** the motion
- **ACTION ITEM: If you have silent auction items you would like to donate for the CBAs, email [kosborne@wehochamber.com](mailto:kosborne@wehochamber.com)**

#### 4) BID Management Report

##### a. Executive Director- Greg Rang

- Greg's Executive Director report is available in the September agenda packet. Moving forward, this format will help meetings be more discussion driven so be sure to review October's ED report prior to the meeting
- ArtWalk was very successful, good turnout from the community. The energy on the street was vibrant, have anecdotally heard a lot of positive feedback from participants and attendees
  - City to share PlacerAI data from 9/14 with Greg, three day delay so only just became available
- Contract for Design West Hollywood with aspire has been signed! Event will be March 5-6, 2025, going to start selling sponsorships and promoting other activation opportunities this week

##### b. BID Manager – Genevieve Morrill

- Ad Hoc Discussion
  - All Ad Hoc committees need to be publicized to entire Board and meetings need to be scheduled through Kristen.
    - The max amount of board members allowed in a committee is 4 so think about if you can really commit yourself to a committee before you join. If we have more than 4 in attendance, the others can listen but must limit participation
  - If you are unable to participate but want to give insight, you may send written comments prior to committee meetings
- WHDD 101
  - Greg and Nalani are working on a pyramid-esque mission statement for the Design District to assist with focusing energy and prioritizing effort on projects that serve the mission to promote the Design District as an interesting cultural destination and to hit the three pillars of community, consumers, and constituents. All programming, projects, etc should be filtered through those standards

- **ACTION ITEM: Kristen to send out mission statement in a pyramid format to Board once it is available.**
- Banner Update
  - Licensing agreement is set to go to City Council sometime in October so that will be memorialized
  - Swing media has agreed to extend the contract; currently, they have extended it for one year but as of the most recent conversation, they are also willing to extend for the full three years
    - Super Bowl, World Cup, and Olympics are all set to come to Los Angeles within the next four years; discussion of if we want to potentially hold off on a three year deal while we explore those options. Discussion moves to if we maybe want to use connections to help give those events to Swing as buys
  - **ACTION ITEM: Chris and Gen to sidebar about the negotiations with Swing**
- MediaMax Additional Spend Discussion
  - Initial campaign was for three months (May 7-August 7) so was set to expire at the beginning of last month. At July and August meetings, the board voted to extend the MediaMax campaign for an additional month at the rate of \$4999
    - Slight dip in metrics in this report due to the use of new creative, MediaMax has informed Greg this is common as the internet algorithms have to relearn the creative
    - We had discussed implementing an RFP process for all vendors including digital media. While that process is being finalized, doesn't make sense to lose existing relationship with MediaMax and all of the momentum from that campaign.
    - RFPs are continuing to be finalized, asking for a motion to extend the campaign from October 7-November 7 for \$4999.
    - Chris makes a **motion** to extend the MediaMax ad spend an additional month for \$4999. Tobi **seconds** the motion. The motion **passes unanimously.**
  - Discussion of if we want to get additional print ads for Architectural Digest; however Board decides that due to the partnership with aspire, this is not the best allocation of funding right now

5) Committee Reports

a. Executive Committee – Katherine Shadley

- While there was some excitement regarding the app, after further deliberation and advice from other parties, the executive committee has decided now is not the proper time to produce an app.
  - Will be tabling for further discussion.
  - For now, need to focus on prioritizing projects that are already in motion that clearly serve our three pillars. Website is still being finalized, mobile website still in progress, not ready for additional technology services just yet.

b. Holidays in the District Ad Hoc

- Managed to have two meetings between August and September BOD meetings and have flushed out a lot of the details already
  - Will have collateral to businesses for how to participate shortly
  - Soiree where window display contest winners will be announced is set to be December 12 at the La Peer hotel
  - Theme for this year is “Celebrate”
  - Already have sourced three gifts for the window display contest winners, working to get the fourth gift
- Had idea of trying to encourage the city to do a Christmas tree lighting in WeHo park or similar, West Hollywood has historically not hosted events aimed at a specific winter holiday but instead general winter feeling. A previous event was having snow for a day, potential for something similar
- Current infrastructure of streets in the Design District give a lot of limitations to what lights are possible. Additionally, lights such as those on Rodeo Drive and others in neighboring streets generally need a long lead time for planning.
  - City is open to considering options but they will be limited at this stage, potential for future years
- Chamber will be sending out Holiday Guide once again, WHDD members get to participate in that at no cost
  - 52% open rate, features promotions, holiday gift ideas, and events
- **ACTION ITEM: Laura to attend next Holidays in the District meeting for further insight.**

c. Revenue Generation Ad Hoc

- First Revenue Generation committee meeting took place the Monday prior to this BOD meeting. As the initial meeting, it was mostly for brainstorming but there is a lot of excitement and a lot of ideas

d. Nominating Committee

- Some potential ideas that Chris and Greg are reaching out to, ideally trying to get potential board members to a few meetings prior to formally nominating them.

e. Social Media Report – Dimple Thakkar

- Meta has some new features/algorithms that have changed the way impressions and performance work for now, however Dimple’s team is experimenting with different forms of content to see what performs best, it seems as though carousels are doing really successfully which is nice because that also allows for multiple brands to be showcased at once.
  - Looking into integrating an AI chat bot to reply to Instagram messages
- Right now we only spend \$500 a month on ads which is not a lot for the 250+ businesses that make up the Design District
  - Proposing that for November and December, we increase the ad spend to \$1500/month for each of those two months
  - Board feels that Instagram and Facebook should have equal allocation
  - Chris makes a **motion** to increase the ad spend for November and December from \$500/month to \$1500/month and the details of that allocation will be decided at October meeting. Marco **seconds** the motion. The motion **passes unanimously**, November and December are to have a monthly ad spend budget of \$1500 with allocation to be decided on at the October meeting.
  - **ACTION ITEM: Kristen to agenda 10 minutes at October meeting for a discussion on the liabilities of reposting.**

6) Board Comments

7) Public Comments

Meeting adjourned at 6:04 PM

**Action Items**

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