

Board Members Present: Caitlin Penny, Paris Chong, Gary Trudell, Marco Pelusi, Andrea Bastug, Christopher Klapp, Evan Thomas, Tobi Nierob, Caitlin Penny

Board Members Absent:

Board of Governors Present: Gulla

Management Present: Greg Rang, Genevieve Morrill, Andrea Entz, John-Baptiste Godard (via Zoom)

Partner Organizations: **City of WeHo Staff** – Laura Biery, Paolo Kespradit, **Aspire** -

Guests: , **Cheyenne with WHDD Streetscape Project**

1) Call to Order 4:09 PM – Caitlin Penny (Chair)

- a. Roll call conducted by Andrea Entz. Quorum met with nine (9) board members present.

Chair Report – Caitlin Penny (Chair)

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

• Approval of Financials – John-Baptiste Godard

- a. Review and Approve Financial Report
 - At end of December,
 - In the bank: \$357,993.38
 - Total revenue: \$0
 - Total expenses: \$28,336
 - Net Income: \$ (28,336)
 - We didn't have income from banner program this month because we used them for Holidays in the District rather than selling them.
 - JB to come in person to quarterly meetings.
 - Chris would like to discuss additional revenue generating activities and programs.
 - Chris makes a **Motion** to approve December financial report
 - **Seconded** by Catilin
 - Motion **Carries** by unanimous vote

• External Partner Reports

- a. City of West Hollywood (Laura Zucker and Rebecca Ehemann)
 - Laura presented a deck on the potential creative partnership opportunities between the city, local businesses, and artists for the upcoming Olympics coming to Los Angeles in 2028.
 - West Hollywood, Los Angeles, and Los Angeles County have conducted various forms of research within the community and at the recent Paris

Olympics regarding local programming and arts activations in preparation for the 2028 Olympics.

- West Hollywood is an innovative city. There is ample opportunity to take full advantage of the additional tourism from the Olympics with creative collaborations, art, and programming.
- The timing of the rollout preceding the Olympics has not been decided and is in discussion.
- There will not be any sporting event venues within West Hollywood itself, however, Pride House, a social hub for the Olympics, will be hosted in West Hollywood.
- Initial transportation plans do not include lines going through West Hollywood, but that may change once the exact location of Pride House is decided on, and if Santa Monica secures the beach volleyball contract.
- **ACTION ITEM: Share any ideas you have for activations, collaborations with local artists, or innovative offers from your businesses on the website below or at the community discussion on January 24th. More information at engage.weho.org/olympicsart ; weho.org/Olympics. RSVP to arts@weho.org**

- **BID Management Report**

- a. Executive Director- Greg Rang

- Snapshot of 2025 Vision

- Greg presented a deck revisiting the WHDD mission and overview to encourage alignment with our programming and conversation surrounding WHDD.
 - Nalani and Greg created a programming rubric to steer our ideas and programming. All potential programming should serve one of the following three pillars: Benefit to Constituents, Clients and Consumers, and Communities.
 - Greg encourages the Board to operate more fully on the “community” level by interacting regularly with the Chamber staff and introducing yourself to businesses.
 - The three main pieces of programming in WHDD are Art Walk, Design West Hollywood, and the WHDD website which generate visibility, credibility, and profitability.
 - Tourists spend an average of \$85.76 in West Hollywood.
 - Through gallery participation in the Art Walk, we had positive engagement and additional galleries asking to participate. The printed map was well-used and successful.

- A transportation program is in the works for Art Walk.
 - WHDD is fully funded for Design West Hollywood. \$50,000 was contributed by WHDD and \$60,000 was raised by WHDD businesses as host sponsors?
 - This will likely allow for an additional third day. In previous discussions, the third day would be added to the back end of the weekend. It will now take place on the front end, if it takes place.
 - WHDD will create social media assets for business owners to share on their accounts to promote the event.
 - Board members speaking positively about programming is appreciated and essential for program success.
 - **ACTION ITEM: Greg to send deck to Board.**
 - Deck may be used additionally for sponsorship and information for new Board members.
- MediaMax Discussion and Action
 - There is an opportunity to add additional marketing assets for upcoming WHDD events. This would cost an additional \$4,000 per month.
 - Because of current budget restraints, we will not be moving forward with this proposal and will instead redirect MediaMax to reduce typical marketing and increase marketing for the events within the usual budget.
 - WHDD has had 3.5 million display impressions, 3.8 thousand display clicks, and 66,000 foot traffic conversions from the MediaMax campaign and Greg recommends we continue with this campaign until at least February.
 - Caitlin makes a **Motion** to approve MediaMax for the next month for \$4,999.
 - **Seconded** by Paris
 - Motion **Carries** by unanimous vote
 - **ACTION ITEM: RFP to go out in the beginning of 2025 so monthly approvals will no longer be necessary.**
- Social Media Discussion and Action
 - Bid Management evaluated four proposals for a new social media contractor and Ballantines was the most impressive.
 - WHDD will receive a discount by piggy-backing on Visit West Hollywood's social media contract with Ballantines.
 - There will be additional influencer benefits with this option, as well.
 - Caitlin makes a **Motion** to onboard Ballentines PR for social media for \$3500 per month.
 - **Seconded** by Evan
 - Motion **Carries** by unanimous vote

- Chris would prefer contract is either month-to-month or an annual contract with a simple way to end the contract, if need be.
- **ACTION ITEM: Greg to send contract to Chris and discuss stipulations of social media contract.**

- **Committee Reports**

- a. Executive Committee – Katherine Shadley

- Banner Discussion

- The Licensing agreement between the City of West Hollywood and the BIDs granting permission to use the City light poles is going to the Council for approval in February (Update: now March)
 - The 3-year agreement between the BIDs and Swing Media to sell the banners to sponsors, is completed and being reviewed by Chris. Per previous discussions, Bid Management has added the ability for WHDD to increase rates during major upcoming events
 - **ACTION ITEM: Board members to write letters of support to City Council on the banner program.**
 - **ACTION ITEM: Gen to send template letters to Board members on affiliate program, Board of Governors, and support letters for the banner program.**

- Reserves Discussion

- The City responded to our request for advice on our reserves. In a previous meeting there was discussion over how much we should have in our reserves account. The City Attorney responded that they will not be advising on this.
 - **ACTION ITEM: Gen, Tobi, Chris, and JB to discuss reserves and next steps, and will report back to the Board when they have more information.**

- Affiliate Program

- **ACTION ITEM: Board members to send Greg their input on the value proposition to present to potential affiliate businesses. This will be used to present the value of joining the WHDD affiliate program.**

- WHDD Meeting Structure and Length Discussion and Action

- Executive Committee recommends maintaining current 2-hour length of meetings with the intention to adjourn earlier whenever possible.
 - Previous action has been taken to shorten meetings length by switching to receive and file for some reports rather than live reports and with the creation of ad hoc meetings for longer, in-depth discussion.

- b. Nomination Committee Report (Chris Klapp)

- Chris would like to see significant commitment from potential nominees on an ad hoc committee before recommending them to the Board.

➤ **ACTION ITEM: Board to send Chris potential nominees.**

- **Board Comments**

- a. Katherine will be stepping down as Board Chair and from the Board of Directors, and transitioning to the Board of Governors. Caitlin will act as interim Board Chair.
- b. Window Décor winner still to be decided.

- **Public Comments**

- **Meeting adjourned at 5:25 PM**

- a. Chris makes a **Motion** to adjourn
 - **Seconded** by Paris
 - Motion **Carries** by unanimous vote

Action Items

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