



EXECUTIVE/FINANCE COMMITTEE MEETING AGENDA

March 19, 2025

3:00-4:00pm

Kimpton La Peer

627 La Peer Dr, West Hollywood, CA 90069

- MediaMax
- LCDQ Discussion and Action
- Placer AI Discussion and Action
- Design West Hollywood Review (Aspire)
- Public Comment



BID BOD MEETING – AGENDA

Wednesday, March 19, 2025

Location Name: Kimpton La Peer Hotel (Conference Room)

Location Address: 627 N La Peer Dr, West Hollywood, CA 90069

BID Meeting: 4:00-6:00PM

- 1. CALL TO ORDER – Caitlin Penny (Chair) 4:00 PM**
 - a. Self-Introductions/Roll Call (Andrea Entz)
 - b. Board Comments on Agenda
 - c. **Review of February Minutes – Discussion and Action**

- 2. PUBLIC COMMENTS 4:10 PM**

- 3. CHAIR REPORT – Caitlin Penny (Chair) 4:20 PM**
 - a. Action Items (review from prior month)

- 4. FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard 4:40 PM**
 - a. **February Financial Report – Review and Approve**
 - b. **Placer AI Discussion and Action**

- 5. EXTERNAL PARTNER REPORTS 4:50 PM**
 - a. City of West Hollywood (Laura Biery, Paolo Kespradit, Laura D’Ambrosia)
 - BID Collections Update
 - Swearing in of Meghan Keane
 - b. West Hollywood Chamber of Commerce (Genevieve Morrill)
 - CEO Succession

- 6. BID MANAGEMENT REPORT 5:00 PM**
 - a. Executive Director Report (Greg Rang)
 - Receive and File
 - Community Updates
 - Newsletter Programming for Next Month
 - Design WeHo Recap
 - Pride
 - **Website Advertising for WHDD Businesses and Affiliates Discussion and Action**
 - **MediaMax Discussion and Action**
 - **Legends (LCDQ/Design LA) Strategy Discussion and Action**

- b. BID Manager (Genevieve Morrill)
 - Banner Report
 - Updated Board of Governors and Affiliate Outreach Template Letter
 - RFP Response to the City

- 7. COMMITTEE REPORTS** **5:20 PM**
 - a. Executive Committee Report (Caitlin Penny)
 - b. Nominations Committee Report (Gary)
 - c. Holidays (TBD)

- 8. BOARD MEMBER COMMENTS** **5:50 PM**

- 9. PUBLIC COMMENTS** **5:55 PM**

- 10. ADJOURNMENT OF BOARD MEETING** **6:00 PM**

NEXT MEETING: April 16, 2025