

Board Members Present: Caitlin Penny, Paris Chong, Gary Trudell, Marco Pelusi, Andrea Bastug, Meghan Keane

Board Members Absent: Christopher Klapp, Tobi Nierob,

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

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

- **Call to Order 4:08 PM – Caitlin Penny (Chair)**
 - a. Roll call conducted by Andrea Entz. Quorum met with six (6) board members present.
 - b. Review and Approve February minutes.
 - Marco makes a **Motion** to approve February minutes.
 - **Seconded** by Gary
 - Motion **Carries** by unanimous vote
 - The February minutes are approved

- **Chair Report – Caitlin Penny (Chair)**
 - a. Action Items Review
 - **ACTION ITEM: Greg to create one page of WHDD restaurants that provide catering.**
 - The board sent Gen two recommendations for the digital media, photography, and graphic design RFPs.
 - Gen updated the Board of Governors and affiliate members template letters.
 - JB included the last four (4) months of profit and loss on the financial report and will continue to do so going forward.
 - Andrea added “BID Collections Update” to the agenda going forward.
 - **ACTION ITEM: Paolo to send Greg, Caitlin, and Gen the list of delinquent businesses.**
 - Greg sent Laura D’Ambrosia the current list of WHDD businesses.
 - **ACTION ITEM: Caitlin and Greg to connect on messaging to delinquent businesses.**
 - **ACTION ITEM: Caitlin and Greg to send Design LA deck to Board.**
 - Andrea added various items to the agenda and added Meghan to rosters and invitations.
 - Greg worked with Ballantines and Gen on value ad proposition for Swing.

- **Financial Report – John-Baptiste Godard**

- a. Review and Approve Financial Report

- At the end of February,
 - In the bank: \$299,359.94
 - Total revenue: \$20,000
 - Total expenses: \$33,387
 - Net Income: \$ (13,387)
 - There is some confusion over the itemized expense of web hosting with Digital Ocean. Due to a system quirk in Quickbooks, this expense is appearing as much higher than it is because it is bundled with other items.
 - **ACTION ITEM: Gen to work with JB on listing Digital Ocean separately.**
 - According to the financials from the last four (4) months, there is a trend of spending more than is coming in through revenue. This means that money from the reserves is being spent and the reserves are dipping lower than is typical. This is okay, but something to keep an eye on.
 - Marco makes a **Motion** to approve February financial report.
 - **Seconded** by Paris
 - Motion **Carries** by unanimous vote

- **EXTERNAL PARTNER REPORTS**

- a. City of West Hollywood (Laura Biery and Paolo Kespradit)

- BID Collections Update
 - \$87,100, or 60%, of BID assessment fees have been collected from WHDD businesses.
 - The low amount of assessment fees reported at previous meetings was due to a backlog of data that had not been entered into the system.
 - City Council Meeting
 - The Business Rebate Tax Program passed. This will provide a rebate for businesses that renew their commercial leases for a term of 5 years or more.
 - The ordinance will go into effect on July 1st.
 - Free Parking
 - City Council passed free parking on Wednesdays in April from 4PM-midnight for WHCC's new WeHappy program to support WeHo businesses following the wildfires.
 - WeHo Pride
 - Float and vendor applications are open and will close on April 15th.

- Swearing in of Meghan Keane
 - Laura Biery led Meghan through the Oath of Office for the Design District Board. The signed oath by Meghan is filed and available upon request.
- BID Management RFP
 - An RFP process has been put out for BID management of both WHDD and SSBID. Applications are due April 1st.
 - **ACTION ITEM: Paolo to schedule RFP panel with Caitlin and Chris.**
- b. West Hollywood Chamber of Commerce (Genevieve Morrill)
 - The Chamber has been focused on supporting WeHo businesses through a new program called WeHo Gives Back as they recover from the economic fallout from the wildfires.
 - The first phase of the program is complete. This consisted of creating and distributing merchandise with the WeHo Gives Back logo and QR code to encourage donations to grants for local businesses.
 - The second phase will begin in April with “WeHappy” which will be a collective happy hour among WeHo businesses.
 - City Council voted to provide free parking on Wednesdays in April from 4PM-midnight to encourage higher attendance from consumers.
 - The Chamber would like to expand this to provide additional parking and create a partnership with the City to encourage additional commerce.
 - AMMBI
 - The Chamber honored several businesses, including The Butcher’s Daughter and KOHLER Experience Center, and David Wood with awards at the Annual Member Meeting and Board Installation recently. Thank you to everyone who sponsored or purchased tickets.
 - WILA
 - The Women in Leadership Awards are coming up on March 26th. The Butcher’s Daughter will be honored by The Chamber with the Phyllis Morris Award. Everyone is invited to attend.
 - Legislature
 - Through the Chamber’s Government Affairs Committee, WHCC is supporting legislation that supports cannabis businesses and fire relief efforts.
 - Chamber Succession
 - After 15 years, Gen is resigning from her position. A search is underway for her replacement and she will stay on this year to facilitate this transition.

- **BID Management Report**

- a. Executive Director Report (Greg Rang)

- Greg is working with Nalani to gather information for the annual report for the city.
 - Design WeHo Recap
 - **ACTION ITEM: Caitlin and Greg to send Aspire recap to Board.**
 - After an initial investment of \$50k from WHDD, the event received over 1,000 check-ins and \$230k in gross revenue from sponsors.
 - The WHDD earned a profit and would like to renegotiate the profit share structure with the event partner and charge for entry next year.
 - There is potential to partner with DesignLA next year.
 - **ACTION ITEM: Caitlin to meet with DesignLA and report back to Board.**
 - Website Advertising
 - Due to increased traffic and engagement on social media, Greg would like to start charging for website advertising.
 - MediaMax is recommending adding social media advertising to the existing package due to recent increase in engagement on social media.
 - The Board would not like to move forward with this additional expenditure and would like to maintain the current package of digital advertising display only.
 - **ACTION ITEM: Caitlin to attend next MediaMax meeting.**
 - Gary makes a **Motion** to spend \$4,999 for MediaMax digital advertising display.
 - **Seconded** by Meghan
 - Motion **Carries** by unanimous vote
 - Ballantines Report
 - Social media engagement has increased from 6.3% to 14.1% in only three (3) weeks.

- b. BID Manager (Genevieve Morrill)

- Banner Update
 - The Banner agreement was approved by City Council, securing funding for the next three (3) years.
 - Swing is interested in using the banners in December. Greg made the executive decision to go forward with this, rather than keeping the banners for the Board's use, as usual.
 - Gen sent out new Board of Governors and Affiliate template letters.
 - **ACTION ITEM: Gen to update Board of Governors and Affiliate template letters with new board member's information.**

- Placer AI (John-Baptiste Godard)
 - Placer AI provides real time foot traffic data and analytics through customizable reports to support data-driven decision making.
 - As a test run, Laura and Greg ran reports through the City’s Placer AI subscription and would like to continue running additional reports before moving forward with purchasing a new subscription.
 - There is a possibility to use the City’s subscription without purchasing a new subscription, however, this would result in an inability to run or provide reports for individual businesses which was a service the Board was interested in providing.
 - The City would allow the Chamber to run reports for signature and partnered events, as well.
 - The Placer AI vote is **tabled** to allow for further discussion.
- **Committee Reports**
 - a. Nomination Committee
 - A couple people have expressed interest in joining the Board to Greg.
 - **ACTION ITEM: Greg to send names of those interested in joining the Board to Nomination Committee.**
- **Board Comments**
 - a. Marco is celebrating the 20th anniversary of his business. Everyone is invited to celebrate at a ribbon cutting on April 22nd at 5:30PM.
 - **ACTION ITEM: Marco to send invitation to Board.**
 - **ACTION ITEM: Andrea to create calendar invitation for ribbon cutting.**
- **Meeting adjourned at 5:21**
 - a. Marco makes a **Motion** to adjourn
 - **Seconded** by Meghan
 - Motion **Carries** by unanimous vote

ACTION ITEMS

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