



EXECUTIVE/FINANCE COMMITTEE MEETING AGENDA

April 16, 2025

3:00-4:00pm

Kimpton La Peer

627 La Peer Dr, West Hollywood, CA 90069

- MediaMax Spring/Summer Proposal Discussion and Action
- Board Candidate Update Discussion and Action
- Affiliate Program Pricing Update and Prospects Discussion and Action
- Budget Discussion and Recommendations for Fiscal 2026
- Website Postings Discussion
- Public Comment



## **BID BOD MEETING – AGENDA**

**Wednesday, April 16, 2025**

**Location Name: Kimpton La Peer Hotel (Conference Room)**

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

**BID Meeting: 4:00PM to 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 March 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. March Financial Report – Review and Approve**
  
- 5. EXTERNAL PARTNER REPORTS 4:50**  
PM
  - a. City of West Hollywood (Laura Biery, Paolo Kespradit, Laura D’Ambrosia)
  - b. West Hollywood Chamber of Commerce (Genevieve Morrill)
    - Pride Float Cancellation
    - State of the City Sponsorship Discussion and Action**
  
- 6. BID MANAGEMENT REPORT 5:00**  
PM
  - a. Executive Director Report (Greg Rang)
    - Receive and File
    - Community Updates
    - Newsletter Programming for next month
    - Affiliate Program
      - Pricing Update Discussion and Action**
      - Pending Prospects Discussion and Action**
    - LA Magazine / Holiday Gift Guide Opportunity
    - Beverly Blvd Streetscape / Bike Lane Update
    - Weavers Walk Update

- Rainbow District Update
- **Design LA / Updates, Discussion and Action**

b. BID Manager (Genevieve Morrill)

- Financial Year 2024-2025
  - **Review and Approve Annual Report**
  - **Review and Approve Projected Budget**
  - **Review and Approve Projected Program of Work**

**7. COMMITTEE REPORTS** **5:20**  
**PM**

a. Executive Committee Report (Caitlin Penny)

- **MediaMax Spring/Summer Proposal Discussion and Action**

b. Nominations Committee Report (Gary)

- Board Candidate Update Discussion and Action

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

**9. ADJOURNMENT OF BOARD MEETING** **6:00**  
**PM**

**NEXT MEETING : Wednesday, May 21, 2025**