

Board Members Present: Caitlin Penny, Paris Chong, Gary Trudell, Marco Pelusi, Meghan Keane, Christopher Klapp, Tobi Nierob

Board Members Absent: Andrea Bastug

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

Guests: BoConcept - James and Michael; Alex; and Clementine

- **Call to Order 4:10 PM – Caitlin Penny (Chair)**

- a. Roll call conducted by Andrea Entz. Quorum met with six (7) board members present.

- b. Review and Approve March minutes.

- Marco makes a **Motion** to approve March minutes.

- **Seconded** by Chris

- Motion **Carries** by unanimous vote

- The March minutes are approved

- **Chair Report – Caitlin Penny (Chair)**

- a. Action Items Review

- Greg created one page of WHDD restaurants that provide catering.

- Paolo sent Greg, Caitlin, and Gen the list of delinquent businesses.

- **ACTION ITEM: Caitlin and Greg to connect on messaging to delinquent businesses.**

- Caitlin and Greg sent Design LA deck to Board.

- Gen and JB worked on listing Digital Ocean separately.

- Paolo scheduled RFP panel with Caitlin and Chris.

- Caitlin and Greg sent Aspire recap to Board.

- Caitlin is unable to meet with DesignLA to collaborate, but will continue conversations with them following their event in June.

- Caitlin attended MediaMax meeting.

- **ACTION ITEM: Gen to update Board of Governors and Affiliate template letters with new board member's information.**

- Greg sent names of those interested in joining the Board to Nomination Committee.

- Marco sent invitation to Board.

- Andrea created calendar invitation for ribbon cutting.

b. MediaMax Discussion and Action

- MediaMax recommends allocating half of the budget for social media ad spend, and half for digital ads, which currently makes up the entire budget.
 - This would require a 3-month commitment in order to build traction on social media ads.
 - MediaMax would collaborate with Ballentines, the social media partner.
 - Chris makes a **Motion** to approve \$15,000 for 3-months (\$4,999 per month), through July, to MediaMax, with half going towards social media ads and half going towards digital ads.
 - **Seconded** by Gary
 - Motion **Carries** by unanimous vote

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

a. Review and Approve Financial Report

- At the end of March,
 - In the bank: \$266,308.02
 - Total revenue: \$20,000
 - Total expenses: \$59,362
 - Net Income: \$ (39,362)
- Chris makes a **Motion** to approve March financial report.
 - **Seconded** by Marco
 - Motion **Carries** by unanimous vote

• **EXTERNAL PARTNER REPORTS**

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

- The Business Tax Rebate ordinance passed at City Council. Eligible businesses renewing 5-year leases may apply starting July 1, 2025.
- The RFP process for BID management is underway; no announcements yet.
- Collections for BID assessment fees remain at \$87,100 (60%).

b. West Hollywood Chamber of Commerce (Genevieve Morrill)

- The Chamber is supporting a bill to allow local control to extend nightlife hours to 4AM on Fridays, Saturdays, and holidays. This would allow local businesses to increase revenue.
- The WeHappy Wednesdays program continues with strong PR and business participation.
- Pride
 - The Chamber is no longer hosting a Pride float. Instead, they will host a vehicle in the parade.
 - Gen proposes transferring the previously allotted \$3,500 Pride sponsorship to a sponsorship for the upcoming State of the City event.
 - Caitlin makes a **Motion** to move previously allocated \$3,500 from the pride float to a sponsorship for State of the City.
 - **Seconded** by Chris
 - Motion **Carries** by unanimous vote

• BID Management Report

a. Executive Director Report (Greg Rang)

- Greg has been meeting with stakeholders and businesses to gather Design WeHo feedback.
- **ACTION ITEM: Greg to distribute Gracias Madre flower arrangement class information to Board.**
- Affiliate Program
 - The Executive Committee recommends updating the price of the Affiliate Program to \$2,500 annually.
 - Caitlin makes a **Motion** to update Affiliate Program to a one-tier price of \$2,500 annually.
 - **Seconded** by Meghan
 - Motion **Carries** by unanimous vote
 - Roosterfish and Phillips Gallery are interested in becoming affiliates. Greg recommends maintaining their first year at \$1,200 and increasing the price to \$2,500 starting in their second year.
 - Chris makes a **Motion** to approve Roosterfish and Phillips Gallery as affiliates at \$1,200 and to increase their price to \$2,500 in their second year.
 - **Seconded** by Marco
 - Motion **Carries** by unanimous vote
 - **ACTION ITEM: Greg to email JB invoice information for Roosterfish and Phillips Gallery.**

- LA Magazine is interested in forming a partnership to create a holiday gift guide to drive business around the holidays.
 - They are estimating a cost of \$20,000 for inclusion in the magazine which the Board will continue to discuss.
 - City Council has expressed interest in adding protected bike lanes on the Beverly Blvd streetscape development. This is in early stages of discussion.
 - A feasibility study will take place first to evaluate options.
 - Weavers Walk
 - Business outreach meetings will take place on April 17th, April 24th, and May 1st, May 15th, and May 22nd.
 - **ACTION ITEM: Paolo to send Weaver’s Walk business outreach meeting dates to Greg which he will circulate to the Board.**
 - There have been appeals for a pause of construction on Weaver’s Walk until after the Design LA event.
 - Rainbow District BID
 - City Council will not be moving forward to create an official BID in the Rainbow District, however, they will create a municipal code for this part of the city. This project is still in development with more information to come.
 - Design LA
 - Due to low turnout, The Executive Committee has decided not to participate further with Design LA programming this year, as previously discussed.
 - Some WHDD businesses are participating in Design LA and WHDD will promote those businesses.
- b. BID Manager (Genevieve Morrill)
- Annual Report
 - The Board reviewed and revised the 2024-2025 Annual Report.
 - Chris makes a **Motion** to approve the Annual Report with requested edits.
 - **Seconded** by Tobi
 - Gen recommends making an **amendment to the motion** to include all three items: annual report, projected budget, and projected program of work.
 - Chris and Tobi **accept** this amendment.
 - Motion **Carries** by unanimous vote. The annual report, projected budget, and projected program of work are approved.
 - **ACTION ITEM: Nalani to apply edits and the BID Management Team will send to the City.**

- After receiving and reviewing the Annual Report, the City will present a “Resolution of Intention” to renew the WHDD BID at the May 19th Council meeting.
 - Then they will open a discussion for any opposition of renewal of the BID at a public hearing on June 9th. Then they will pause, reject or accept the annual plan and move forward with the BID renewal.
 - The City recommends constituents attend this public hearing.
 - The City feels very confident about the renewals of the BID.
 - **ACTION ITEM: Andrea to send calendar invitation for Council meeting and public hearing to Board.**
 - **ACTION ITEM: Greg to post on website and notify constituents of June 9th Council date.**

- **Committee Reports**
 - a. Nomination Committee
 - The committee would like to nominate Clementine of Ornare to the Board.
 - Marco makes a **Motion** to approve Clementine as a Board Member.
 - **Seconded** by Gary
 - Motion **Carries** by unanimous vote
 - **ACTION ITEM: Andrea to add swearing in of Clementine to May agenda.**
 - **ACTION ITEM: Andrea to add Clementine to calendar invitation and rosters.**

- **Board Comments**
 - a. Paris is on the Board of the AIDS Monument, which will unveil around October. She would like to discuss further collaboration as it approaches.

- **Public Comments**
 - a. Alex, a local developer and building owner, introduces himself and expresses interest in collaboration.
 - b. **ACTION ITEM: Andrea to add additional public comment section to the end of the agenda template.**

- **Meeting adjourned at 5:36PM**
 - a. Marco makes a **Motion** to adjourn
 - **Seconded** by Paris
 - Motion **Carries** by unanimous vote

ACTION ITEMS

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- ACTION ITEM: Gen to update Board of Governors and Affiliate template letters with new board member's information.
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