

Sunset Strip Business Improvement District Advisory Board Meeting
Date/Time: Monday, May 14, 2018, at 11:00 am
Location: BOA Steakhouse, 9200 W Sunset Blvd.
West Hollywood, CA



AGENDA

- 1) CALL TO ORDER/CHAIR REPORT 11:00am
 - a) Self-Introductions/Roll Call
 - b) Posting of Agenda
 - c) Board Comments on Agenda
- 2) APPROVAL OF AGENDA & MINUTES 11:05am
- 3) CURRENT FINANCIALS 11:07am
- 4) BLOCK BY BLOCK REPORT 11:10am
- 5) WEST HOLLYWOOD SHERIFF'S REPORT 11:15am
- 6) UNFINISHED BUSINESS 11:20am
 - a) BID Manager Update Report
 - b) Sunset Strip Marketing and Social Media Update
 - c) Summer on Sunset Update
- 7) NEW BUSINESS 11:35am
 - a) New Member Oath: Allison Samek/Fred Segal
 - b) Board Member Organization: Vice Chair Nominations and Election amendment to bylaws discussion
- 8) EXTERNAL PARTNER REPORTS 11:50am
 - a) City of West Hollywood
 - b) Visit West Hollywood
 - c) West Hollywood Chamber of Commerce
- 9) BOARD MEMBER COMMENTS 11:55am
- 10) PUBLIC COMMENTS 12:00pm
- 11) ADJOURNMENT 12:05pm

Written material distributed to the Board Sunset Strip Business Improvement District Advisory Board within 72 hours of the Board meeting is available for public inspection immediately upon distribution at Visit West Hollywood at 8687 Melrose Ave, Suite M60, West Hollywood, California, during normal business hours. They will also be available for inspection during the Board meeting.

AFFIDAVIT OF POSTING

State of California)
 County of Los Angeles)
 City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood, in the Administrative Services Department, in the Office of the City Clerk and that I posted this agenda on:

Date May 14, 2018

Signature: _____
 Office of the City Clerk

Members Present: Raphael Farasat, Brett Latteri, Lee Maen, Troy Pade, Allison Samek, Honorary Board Member Maribel Louie, Honorary Board Member Genevieve Morrill

Members Absents: Rod Gruendyke, John Terzian

Also Present: Brant Birkeland (City of West Hollywood), Seth Chalmers (Visit West Hollywood), Jeff Morris (Visit West Hollywood), Maribel Munoz (Visit West Hollywood), Lt. Edward Ramirez (West Hollywood Sheriff Station), Ben Reiss (BID Manager – Consultant), Jackie Rocco (City of West Hollywood), Canyon Country Team

1. Call to Order

Meeting called to order by Chair Lee Maen at 11:04am. Maen stated that the May 2018 agenda was posted.

2. Approval of Minutes and Agenda

Approval of the May 2018 agenda and the April 2018 minutes was motioned by Brett Latteri, seconded by Raphael Farasat and approved.

3. Current Financials

The board reviewed the monthly financials. Approval of the financials was motioned by Latteri, seconded by Farasat and approved.

4. Block by Block

The board received the Block by Block Monthly Activity Summary Report for the month of April.

5. West Hollywood Sheriff's Report

Lt. Edward Ramirez reviewed the crime stats referring to the Sunset Strip for the month of April. Lt. Ramirez stated it had been a fairly quite month.

6. Unfinished Business

a) BID Manager Update Report

Ben Reiss informed the board that he had been in close contact with the City of West Hollywood in regards to the Sunset Strip Trip Shuttle. Reiss stated that the soft launch media event was going to be held on May 30th and the official launch was June 2nd. Reiss informed the board about the collaboration with VWH in regards to Summer on Sunset mural to commemorate the campaign. Reiss explained that they had identified the ideal wall that is both sensible in height and visibility. Reiss stated the mural wall was on Sunset and La Cienega, in the same strip mall where Pink Dot is located. Reiss informed the board that he had been working with the City's Art Division and had discussed a few art sponsoring opportunities. Reiss stated that he had been working with Canyon Country LA and continued to introduce them to partners. Reiss stated he had followed up with Swing Media in regards to the banner reinstallation with new creative. Reiss informed the board that the Mayor installation was scheduled for May 21st at 1Oak. Reiss presented the Annual Report produced by the Happy Hour agency. Reiss proposed having a board treasurer to handle the BID's financials since there was a larger budget. Reiss informed the board of the State of the City event scheduled for June 14th and the focus was the

Sunset Strip and stated it would be a good idea to purchase a table and ad. Maen made a motion to purchase a table and ad for State of the City for a total of \$1600, seconded by Troy Pade and approved.

b) Sunset Strip Marketing and Social Media Update

Lia Fisher from Canyon Country LA introduced her team and updated the board on their progress. Canyon Country reviewed social media stats and gave a recap of content they had gathered. Canyon Country informed the board of upcoming events they planned to cover. A discussion ensued in regards expenditures in order to boost posts. Maen made a motion to approve an expenditure of up to \$1,500 for the next 30 days to boost followers and revisit a plan next month, seconded by Farasat and approved.

c) Summer on Sunset Update

Reiss informed the board that MMGY had been working on the microsite and it would be launched on May 28th. Reiss thanked everyone who participated and offered discounts for the VIP pass. Seth Chalmers informed the board that Dfi was currently working on the Sunset Strip website. Chalmers stated that the Dfi team had visited the Sunset Strip to explore the experience and had stayed at the Mondrian. Chalmers informed the board that the launch of the new website was scheduled for June 11. Jeff Morris stated that an aggressive media plan was scheduled for May 29th through August. Morris stated that the VWH was funding a Summer on Sunset \$50 hotel credit offer for people who booked directly from the VWH website and they would receive the VIP card as well. Morris stated that VIP cards would also be distributed to media and influencers that would be attending the soft launch for the Sunset Strip Trip Trolley. Morris stated that Wagstaff had been hired to handle the Summer on Sunset PR. A discussion ensued in regards to the Summer on Sunset programming.

7. New Business

a) New Member Oath: Allison Samek/Fred Segal

Maribel Louie conducted the new member oath to Allison Samek. Samek was sworn in and officially joined the Sunset Strip BID Board.

b) Board Member Organization: Vice Chair Nominations & Election Amendment to Bylaws Discussion

Maen informed the board that his term had been completed and a new chair had to be elected. Maen explained that at next month's meeting the Vice Chair would assume the Chair position therefore there would be an opening Vice Chair position. Reiss informed the board that at the May meeting they had discussed increasing the board member composition from 7 to 9. Samek made a motion to have the option to increase the board member composition from 7 to 9 members, seconded by Latteri and approved.

8. External Partner Report

a) City of West Hollywood

Jackie Rocco informed the board that cannabis applications had been released and that the due date was May 31st. Rocco stated that the City was currently working on a zoning text amendment to reduce parking requirements. Rocco stated that they expected to take this item to council in either August or September and had plenty of data to back up their information.

b) Visit West Hollywood

Morris informed the board that the VWH had moved to the new office and had officially changed their name to West Hollywood Tourism + Travel Board.

c) West Hollywood Chamber of Commerce

Genevieve Morrill updated the board on the advocacy the WHCC was currently working on. Morrill informed the board that the WHCC would be taking a trip to Sacramento from May 22nd-24th to meet with legislators about different pieces of legislatures. Morrill reminded the board of the upcoming State of the City scheduled for June 14th.

9. Board Member Comments

None

10. Public Comments

None

Maen adjourned the meeting at 12:04pm. The next meeting is scheduled for Monday, June 25, 2018 at 11:00am @ BOA Steakhouse .