

AGENDA

Monday, September 20, 2021, 2021 @ 11:00 a.m.

- 1) CALL TO ORDER/CHAIR REPORT – Brett Latteri 11:00 AM
 - a. Self-Introductions / Roll Call
 - b. Posting of Agenda
 - c. Board Comments on Agenda
- 2) APPROVAL OF AUGUST MINUTES – Brett Latteri 11:05 AM
- 3) FINANCIAL REPORT – John-Baptiste Godard 11:10 AM
 - a. Current Financials
 - i. Approve August Financials
 - b. Budget Breakdowns
 - i. Admin
 - ii. Marketing / Digital Marketing
 - iii. Signature Event / Events
 - c. BID Assessment Collection Update (City Staff)
- 4) EXECUTIVE DIRECTOR REPORT – Genevieve Morrill 11:15 AM
 - a. Marketing Report (Leslie Espinoza)
- 5) EXTERNAL PARTNER REPORTS 11:20 AM
 - a. City of West Hollywood – Tara Worden / Janet Jimenez / Paolo Kespradit
 - b. West Hollywood Sheriff's Report – Lt. Moulder / Sgt. Lapkin
 - c. Block by Block Report – Shea Gibson
 - d. Canyon Country Social Media / Influencer Report – Lea Fisher / Brittney Mead
 - e. West Hollywood Travel + Tourism Board – Tom Kiely / Jeff Morris
 - f. West Hollywood Chamber of Commerce – Gen Morrill
- 6) PRESENTATION – Jon Ponder 11:55 AM
 - a. West Hollywood History Center – TimePort Sunset Strip
- 7) UNFINISHED BUSINESS – Brett Latteri 12:10 PM
 - a. Nominations & Board Elections
- 8) BOARD MEMBER COMMENTS 12:20 PM
- 9) PUBLIC COMMENTS 12:25 PM
- 10) ADJOURNMENT 12:30 PM

NEXT MEETING: OCTOBER 18TH