

# THE SUNSET STRIP

Sunset Strip Business Improvement District Advisory Board Meeting

Date/Time: Monday October 18, 2021 at 11:00 AM

Location: Audio/Video Conference via zoom

<https://us02web.zoom.us/j/83208763208?pwd=QWpxR0pDTU9Ea3JBcm5N1NhWDJNdz09>

Meeting ID: 832 0876 3208 | Passcode: 050750 | Call in: 669-900-9128

**\*IN AN EFFORT TO PROTECT PUBLIC HEALTH AND PREVENT THE SPREAD OF COVID-19 (CORONAVIRUS), AB 361 HAS AUTHORIZED PUBLIC MEETINGS TO TAKE PLACE VIA TELECONFERENCE BECAUSE STATE AND LOCAL OFFICIALS ARE RECOMMENDING MEASURES TO PROMOTE SOCIAL DISTANCING.**

## AGENDA

**Monday, October 18, 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 SEPTEMBER MINUTES – Brett Latteri 11:05 AM
  - a. September 20<sup>th</sup> Minutes
  - b. September 24<sup>th</sup> Minutes
- 3) FINANCIAL REPORT – John-Baptiste Godard 11:10 AM
  - a. Current Financials
    - i. Approve September Financials
  - b. BID Assessment Collection Update (City Staff)
- 4) EXECUTIVE DIRECTOR REPORT – Genevieve Morrill 11:15 AM
  - a. CBA Sponsorship Discussion & Vote
  - b. 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 – Katie Bright 11:55 AM
  - a. Brightside Creative Academy – Once Upon a Cocktail
- 7) COMMITTEE REPORTS 12:05 PM
  - a. Events Committee – John Terzian
- 8) UNFINISHED BUSINESS – Brett Latteri 12:10 PM
  - a. Swearing in of new Board Members:
    - i. Julian Tucker, Karen Dailey, & Charles Essig
  - b. Nominations & Board Election
- 9) BOARD MEMBER COMMENTS 12:20 PM
- 10) PUBLIC COMMENTS 12:25 PM
- 11) ADJOURNMENT 12:30 PM

**NEXT MEETING: NOVEMBER 15<sup>TH</sup>**