

**\*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.**

## **MEETING AGENDA**

### **Monday, March 21, 2022 @ 11:00 AM**

- 1) CALL TO ORDER/CHAIR REPORT – Brett Latteri 11:00 AM
  - a. Self-Introductions/Roll Call
    - i. Welcome, Maria Montgomery, New Affiliate Member
  - b. Posting of Agenda
  - c. Board Comments on Agenda
- 2) APPROVAL OF MINUTES – Brett Latteri 11:05 AM
  - a. January Minutes
- 3) FINANCIAL REPORT – John-Baptiste Godard 11:10 AM
  - a. Current Financials
    - i. Approve January & February Financial Reports
  - b. BID Assessment Collection Update (City Staff)
- 4) EXECUTIVE DIRECTOR REPORT – Genevieve Morrill 11:15 AM
  - a. Scheduling – Strategic Planning Retreat
  - b. Marketing Report (Leslie Espinoza)
- 5) EXTERNAL PARTNER REPORTS 11:30 AM
  - a. City of West Hollywood – John Leonard / Jackie Rocco / Paolo Kespradit
  - b. West Hollywood Sheriff's Report – Lt. Bill Moulder / Sgt. Mike Yost
  - c. Block by Block Report – Shea Gibson
  - d. Canyon Country Social Media / Influencer Report – Lia Fisher / Brittney Mead
  - e. West Hollywood Travel + Tourism Board – Tom Kiely / Jeff Morris
  - f. West Hollywood Chamber of Commerce – Gen Morrill
- 6) COMMITTEE REPORTS 12:00 PM
  - a. Events Committee – John Terzian
    - i. Signature Event Overview
    - ii. Roller Rink Update
    - iii. Summer on Sunset
    - iv. Timeline
- 7) BOARD MEMBER COMMENTS 12:20 PM
- 8) PUBLIC COMMENTS 12:25 PM
- 9) ADJOURNMENT 12:30 PM

**NEXT MEETING: APRIL 18<sup>th</sup>**