

# THE SUNSET --- STRIP

Sunset Strip Business Improvement District Advisory Board Special Meeting  
Date/Time: Monday, February 26, 2024, 11:00 AM – 12:30 PM  
Location: Mondrian | Gallery B  
8440 Sunset Blvd | West Hollywood

## SPECIAL MEETING AGENDA

Monday, February 26, 2024 @ 11:00 AM

- 1) **CALL TO ORDER/CHAIR REPORT – Brett Latteri** **11:00 AM**
  - a. Self-Introductions/Roll Call (Kristen Osborne)
  - b. Board Comments on Agenda
  - c. Review & Approve December Minutes
  
- 2) **FINANCIAL REPORT – John-Baptiste Godard** **11:10 AM**
  - a. Review December and January Financial Reports
  - b. Approve December and January Financial Reports
  
- 3) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** **11:20 AM**
  - a. Website Discussion and Action
  - b. James Brown Exhibit Update
  - c. The Doors Exhibit Update
  - d. Banner Program Update
  
- 4) **EXTERNAL PARTNER REPORTS** **11:45 AM**
  - a. City of West Hollywood – Laura Biery
  - b. West Hollywood Sheriff's Report – Lt. Fanny Lapkin
  - c. Block by Block Report – Erica Leon
  - d. Canyon Country LA – Lia Fisher / Brittney Mead
    - Social Media Report
  - e. West Hollywood Chamber of Commerce – Genevieve Morrill
    - My WeHo
    - AMMBI | March 6, 2024
  
- 5) **NEW BUSINESS** **12:15 PM**
  - a. PR Firm Discussion and Action
  - b. Event Strategy Discussion and Options – Action Required.
  - c. Promotional Programs – Holidays + Special Promos
  
- 6) **BOARD MEMBER COMMENTS** **12:20 PM**
  
- 7) **PUBLIC COMMENTS** **12:25 PM**
  
- 8) **ADJOURNMENT** **12:30 PM**

**NEXT MEETING: April 15, 2024**