

THE SUNSET --- STRIP

Sunset Strip Business Improvement District Advisory Board Meeting
Date/Time: Monday, April 15, 2024, 11:00 AM – 12:30 PM
Location: Mondrian | Gallery B
8440 Sunset Blvd | West Hollywood

SPECIAL MEETING AGENDA

Monday, April 15, 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 February Minutes
 - d. New Board Appointments Discussion and Action
 - e. Election Discussion and Action
- 2) **EXTERNAL PARTNER REPORTS** 11:10 AM
 - a. Unrivaled Promotional Programs Update (Aiden Marcus)
- 3) **FINANCIAL REPORT – John-Baptiste Godard** 11:20 AM
 - a. Review February and March Financial Reports
 - b. Approve February and March Financial Reports
- 4) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** 11:25 AM
 - a. Hustler Building Update
- 5) **NEW BUSINESS** 11:30 AM
 - a. PR Firm Presentations
 - Ballantine PR
 - Lucky Break PR
 - PR Firm Action
- 6) **EXTERNAL PARTNER REPORTS** 11:45 AM
 - a. City of West Hollywood – Laura Biery
 - Trolley Update
 - Sunset Strip Database Update
 - Assessment Billing Schedule Discussion and Action (Taylor Coyne)
 - b. West Hollywood Sheriff's Report – Lt. Fanny Lapkin
 - c. Canyon Country LA – Lia Fisher / Brittney Mead
 - Social Media Report
 - d. West Hollywood Chamber of Commerce – Genevieve Morrill
 - My WeHo: Keep WeHo Open Campaign
 - April 15 City Council Meeting
- 7) **BOARD MEMBER COMMENTS** 12:20 PM
- 8) **PUBLIC COMMENTS** 12:25 PM
- 9) **ADJOURNMENT** 12:30 PM

NEXT MEETING: June 17, 2024