

THE SUNSET --- STRIP

Sunset Strip Business Improvement District Advisory Board Meeting

Date/Time: Monday, April 21, 1:30PM-3PM

Location: Mondrian | Gallery A
8440 Sunset Blvd | West Hollywood

BOD MEETING AGENDA

Monday, April 21, 2025 @ 1:30 PM

- 1) **CALL TO ORDER/CHAIR REPORT – Brett Latteri** **1:30 PM**
 - a. Self-Introductions/Roll Call (Andrea Entz)
 - b. Board Comments on Agenda
 - c. Welcome New Board Member Narbeh Ghazalian, Dialog Café
 - d. Review & Approve February and March Minutes

- 2) **FINANCIAL REPORT – John-Baptiste Godard** **1:40 PM**
 - a. Review and Approve February and March Financial Reports

- 3) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** **1:50 PM**
 - a. Best Practices and Policies
 - b. Bylaw Discussion and Action
 - c. BID Assessment Fee Waiver Discussion and Action
 - d. RFP for Social Media – Call for Ad Hoc Committee to Review Proposals
 - e. Financial Year 2024-2025
 - Review and Approve Annual Report
 - Review and Approve Projected Budget
 - Review and Approve Projected Program of Work

- 4) **EXTERNAL PARTNER REPORTS** **2:00 PM**
 - a. West Hollywood Sheriff's Report – Acting Captain Fanny Lapkin
 - b. Canyon Country LA – Eugene Wade
 - Social Media Report
 - c. JJLA
 - Tequila Sunset May 1-5
 - Spinning Sunset – June 14/15
 - d. Lucky Break PR – Sahra Simpson
 - e. West Hollywood Chamber of Commerce – Genevieve Morrill
 - State of the City 2025 Sponsorship Discussion and Action
 - f. City of West Hollywood – Laura Biery
 - Swearing in of Christina Fry, Carl Hubbard, and Narbeh Ghazalian
 - Olympic Art Program Presentation (Rebecca Ehemann)

- 5) **BOARD MEMBER COMMENTS** **2:50 PM**

- 6) **PUBLIC COMMENTS** **2:55 PM**

- 7) **ADJOURNMENT** **3:00 PM**

NEXT MEETING: June 16, 2025