

# THE SUNSET --- STRIP

Sunset Strip Business Improvement District Advisory Board Meeting  
Date/Time: Monday, June 16, 1:30PM-3PM  
Location: Mondrian | Gallery A  
8440 Sunset Blvd | West Hollywood

## BOD MEETING AGENDA Revised 6/11/25

Monday, June 16, 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. Review & Approve April Minutes
  - d. New Board Member Discussion and Action
    - i. Val Caruso, Supreme
    - ii. James Dinnall, Andaz
- 2) **FINANCIAL REPORT – John-Baptiste Godard** **1:45 PM**
  - a. Review and Approve April and May Financial Reports
- 3) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** **1:50 PM**
  - a. BID Contract Renewal
  - b. Sunset Strip Website Update
  - c. JILA Extension Budget Discussion and Action
  - d. Spinning Sunset Update
  - e. Discussion + Action on Social Media Finalist
  - f. Doug Locke's Cabaret Sponsorship Discussion + Action
  - g. Potential Board Members
  - h. A Visual History of the World-Famous Sunset Strip Discussion
- 4) **EXTERNAL PARTNER REPORTS** **2:40 PM**
  - a. Lucky Break PR – Sahra Simpson
  - b. City of West Hollywood – Laura Biery, Paolo Kespradit, Laura D'Ambrosia
    - a. SSBID District Renewal with Reduced Assessment Rates for Categories 1-15
    - b. Public Hearing on 6/23 (Waiver Requests and Delinquent Payment Procedures)
    - c. Business Task Force
    - d. Weho Loves Locals 2.0 and Gift Card Program
  - c. West Hollywood Sheriff's Report – Lt. Fanny Lapkin
  - d. 10twentyfour – Eugene Wade
  - e. West Hollywood Chamber of Commerce – Genevieve Morrill
- 5) **BOARD MEMBER COMMENTS** **2:55 PM**
- 6) **PUBLIC COMMENTS** **2:57 PM**
- 7) **ADJOURNMENT** **3:00 PM**

**NEXT MEETING: August 18, 2025**