



- Board Members Present:** Katherine Shadley, Tobi Nierob, Paris Chong, Dimple Thakkar, Charlie Brown, Craig Susser, Gary Trudell, Caitlin Penny, Marco Pelusi
- Board Members Absent:** Gulla Jonsdottir, Ramona Sliva, Christopher Klapp,
- Management Present:** Greg Rang, Genevieve Morrill, John-Baptiste Godard (ph), Kristen Osborne
- City Representatives:** Laura Biery, Economic Development Department
- Guests:** Sumedha Kothari

**1) Call to Order/Chair’s Report 4:07 PM – Chair, Katherine Shadley**

- a. Roll call conducted by Kristen Osborne. Quorum met with nine (9) board members present.

**2) Review and Approve & Minutes – Chair, Katherine Shadley**

- a. Review and Approve September minutes.
- b. Marco makes a **Motion** to approve September minutes.
  - **Seconded** by Gary
  - Motion **Carries** by unanimous vote
  - The September minutes are approved.

**3) Approval of Financials**

- a. Review and Approve September Financial Reports – John-Baptiste Godard
  - In the bank: \$516,738
  - Total revenue: \$20,000
  - Total expenses: \$28,340
  - Net Income: \$(8,340)
  - Working on audit for yearly operational costs
    - At last board meeting, had asked for a further breakdown of expenses. Specifically, line items for what is included in the “Marketing & Website” and the “Program & Events” expense categories. A PNL report like the WHCC BOD gets
    - **ACTION ITEM: JB to prepare line item breakdown of expenses and include in future financial reports**
  - Caitlin makes a **Motion** to approve September finances
    - **Seconded** by Marco
    - Motion **Carries** by unanimous vote

**4) BID Management Report**

- a. BID Manager Report – Genevieve Morrill
  - Eat + Drink Week
    - Katie’s book is on its way. 100 copies already purchased by WHDD, buying 50 more
      - Will be used for Welcome Committee purposes
      - Each box has 10 so 15 boxes total
        - Gary offers to put them in his office, Chamber will deliver the books purchased by the Design District to Custom Comfort

- Banner program renewal
  - Have not reached out to Swing, board asks to try to shop around a bit to see if anyone would offer a better arrangement
  - **ACTION ITEM: Gen to reach out to Orange Barrel to see what their rate would be**
- b. Executive Director Report – Greg Rang
  - VonDom mixer 10/19 from 6-8pm
    - Will be District After Dark with surrounding businesses open for mingling as well, lots of open houses
  - WHDD Mixology: During the launch of Katie’s Once Upon a Cocktail book, the WHDD will be hosting cocktail class events
    - At Valcucine on Nov 3<sup>rd</sup>, 5-7pm
    - At KOHLER Experience Center on Nov 10<sup>th</sup>, 5-7pm
    - Invites will be sent out for both ASAP
  - Website updates
    - Website is finished and looks great! Will be launching ASAP, just ensuring it is debugged for now
    - Headshots from last minute are available and will be added to the website
      - **ACTION ITEM: ALL BOARD MEMBERS—Log in to Jon’s website to see your headshots from last week using the email Greg sent. Be sure to “heart” your favorite one and that will be used on website.**
  - Melrose/City Meetings Update
    - Greg and Laura teamworking to keep businesses in the Design District satisfied, encouraging them to stay in West Hollywood
    - Communicating with business owners, putting them in contact with the right people
    - Generally getting connections and positive feedback from the community.
      - The work Greg and this board has been doing is being felt by businesses, reports of increased foot traffic in the district.
  - Visit West Hollywood Collaborations
    - Greg invited to collaborate on a program Visit West Hollywood is doing for a global travel campaign

## 5) Committee Reports

- a. Marketing & Events Committee Report (Caitlin Penny)
  - Paused newsletter while we reformatted to match with the aesthetics of website, talking to a graphic designer who specializes in MailChimp
  - Decided to start a biannual marketing committee retreat because getting a bit behind, two days a year with hours given to the work that’s needed
  - Design District Holiday Window contest
    - Collab with the Holiday mixer
    - Have banners reserved in November and December

- Will ask Ruben to design the banners
  - Executive committee (potentially in an executive committee emergency meeting) to figure out marketing budget for this event
    - **ACTION ITEM: Dimple to send out a Doodle poll for an Ad Hoc marketing committee meeting to plan the Holiday Window Display contest**
  - Social Media Report: SYNHERGY (Dimple Thakkar)
    - Second highest month ever in terms of engagement
    - 494 new followers, new record for account, nearly double the amount of followers gained in August 2023
    - Compared to similar accounts, our metrics are extensive for our budget
- 6) **Executive Committee Report (Katherine Shadley)**
  - a. Will be implementing a commission structure for Greg for sponsorship, affiliate and ad sales
  - b. No longer will be funds allocated to the hosts of the mixers, events are of value to them
- 7) **External Partner Reports**
  - a. City of West Hollywood – Laura Biery
    - Searched through to make sure all who were eligible for streetscape waivers, found eleven that were owed a refund and provided them with that
    - Researching and advertising refunds, tax waivers, etc that already exist and making sure businesses that are owed money from the city get it
      - Employee retention credit
    - Lease renewals allowing for business license tax fee waivers for businesses of a certain size
      - Heilman’s item at Council is advocating for removing size barriers for this
    - City working to be more proactive rather than reactive with this waivers etc.
    - For November 20<sup>th</sup> City Council meeting, if speaking on ZOOM, you must be registered by noon the day-of Council
    - Economic Development Department includes Arts Division
      - City offers grants, artist programming, artist training, application for the arts. Let artists know and encourage them to get in touch with Laura
        - **ACTION ITEM: Marketing Committee to add resources from Laura to the link tree**
  - b. West Hollywood Chamber of Commerce – Genevieve Morrill
    - Greater Los Angeles Realtors and Chamber hosting a meet and greet with Chelsea Byers on October 26<sup>th</sup> from 5-7pm on the rooftop of the Domain apartment building at 7141 Santa Monica Boulevard, West Hollywood, 90046
    - Creative Business Awards | Nov 15, 2023 | 1 Hotel | 6-10pm
    - Critical State of Business Update
      - November 20<sup>th</sup> is a big day, asking for three policy changes

- Focus on special minimum wage for gratuity workers, aligning PTO with LA, and no new minimum wage increase next July
- Important to have turnout from business community
- Also asking for an extension on out zone policy at this meeting
- **ACTION ITEM: ALL BOARD MEMBERS—If you're available, go to the city council meeting on November 20<sup>th</sup>**

8) **Adjournment**

- a. Meeting **Adjourned at 5:24 PM by Chair, Katherine Shadley**

**Next Regular Board Meeting: November 15<sup>th</sup>, 2023 AT KOHLER EXPERIENCE CENTER**

Respectfully submitted: Kristen Osborne, BID Management Team | Admin Support | October 23, 2023

## **Addendum – Action Items**

If you need more context for the directives, the page number the ACTION ITEM is found on in the minutes has been included for your convenience.

- **ACTION ITEM: JB to prepare line item breakdown of expenses and include in future financial reports (pg 1)**
- **ACTION ITEM: Gen to reach out to Orange Barrel to see what their rate would be (pg 2)**
- **ACTION ITEM: ALL BOARD MEMBERS—Log in to Jon's website to see your headshots from last week using the email Greg sent. Be sure to "heart" your favorite one and that will be used on website. (pg 2)**
- **ACTION ITEM: Dimple to send out a Doodle poll for an Ad Hoc marketing committee meeting to plan the Holiday Window Display contest. (pg 3)**
- **ACTION ITEM: Marketing Committee to add resources from Laura to the LinkTree (pg 4)**
- **ACTION ITEM: ALL BOARD MEMBERS—If you're available, go to the city council meeting on November 20<sup>th</sup>**