



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

**1) Call to Order/Chair’s Report 3:03 PM – Chair, Katherine Shadley**

- a. Roll call conducted by Kristen Osborne. Quorum met with ten (10) board members present.

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

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

**3) Approval of Financials**

- a. Review and Approve October and November Financial Reports – John-Baptiste Godard
  - At end of November,
    - In the bank: \$481,595.56
    - Total revenue: \$10,000
    - Total expenses: \$33,901
    - Net Income: \$(23,901)
  - Marco makes a **Motion** to approve October and November financial reports
    - **Seconded** by Chris
    - Motion **Carries** by unanimous vote
    - **ACTION ITEM: Next Executive Committee meeting to discuss the annual budget and cost breakdown, JB to attend January Executive Committee meeting**

**4) BID Management Report**

- a. BID Manager Report – Genevieve Morrill
  - Banner Contract Renewal
    - Swing Media Information
      - Media buying company rather than a billboard company, package the banners with other media

- The Design District can bring clients to the table by sending them to Swing Media who will coordinate needs based on availability
      - Swing Media pays the 20,000 whether they are sold or not
    - Old contract ends June 2024
    - Banners are tough to sell because of WHDD branding requirements create limited space for the brand's design
      - Possibility of getting Swing or another brand to pay more than 20,000 is slim, they have already
    - Suggestion of double banners to give brands more space to advertise, might not be possible
    - Idea is raised to continue with Swing for two years while WHDD brand is being built, in future years will have more clout for negotiation
    - Idea is raised of a special rate for West Hollywood companies compared to outside companies
    - **ACTION ITEM: Kristen to add Banner Contract Renewal discussion to the agenda for January meeting to continue the conversation**
  - Brown Act Requirements for Standing Committee Meetings
    - All committees are standing committees, meaning they are also subject to Brown Act requirements
    - **ACTION ITEM: Kristen and Greg to coordinate on schedule for soliciting agenda items/getting those agendas out**
    - **ACTION ITEM: All Committee Members- If you are on a committee and want something agendized for January meetings, email Kristen ASAP**
- b. Executive Director Report – Greg Rang
- Mixer Update
    - Thank you to Charlie and the KOHLER team for hosting
  - Website
    - Is up and running!
    - Have one more print ad left for California Homes
    - Social, digital, and email campaigns to be rolled out at the beginning of 2024 now that the website is up
    - **ACTION ITEM: All Board Members- Click through the website and report any issues to Greg**
  - 75<sup>th</sup> Anniversary planning is under way
    - Frieze will be part of the festivities
      - Vito Avilas, Cultural Arts Chair from the city, prepared to assist and on board with the event's mission

- Bringing art forward in the District, using art to open door to all that the Design District has to offer
- Will work with artists and art galleries from all of West Hollywood
- Art Angels, Leica, Hamilton Selway all in district and agreed to participate
- KOHLER is celebrating 50 years of artist in residency program in 2024, Charlie will work for corporate sponsorship from them
- Eclat PR is on board for assistance with planning/promotion
- Gulla has been working on 75 years of Design logo
  - **ACTION ITEM: Gulla to email options to the board that just say “75 years of design” and we will vote**
- Will be a full year of celebration, Frieze, Taste of the District celebration in September. More to come!

## 5) Committee Reports

### a. Marketing & Events Committee Report (Caitlin Penny)

- Greg covered the website information in his report. Had a meeting in November but not December
- Social Media Report: SYNHERGY (Dimple Thakkar)
  - Social media saw a spike after District After Dark event
  - 370 new followers in November, which is second highest follower gain to date
  - Collaborations with celebrities and Design District brands create large spikes in engagement
    - **ACTION ITEM: All Board Members- If you see/know of any celebrity collaborations with Design District brands, send them to Dimple**

## 6) Executive Committee Report (Katherine Shadley)

- a. Executive Committee did not meet, will meet in January and focus mostly on budget

## 7) External Partner Reports

### a. City of West Hollywood – Laura Biery

- Thank you to everyone who participated at the November 20<sup>th</sup> meeting
- Approval of waivers for business taxes; as long as you’re in good standing, will not have to pay renewal fee.
  - Also approved a parking credit fee and outdoor dining fees
- **ACTION ITEM: Kristen to work with Gen and Greg to get out notice to WHDD Businesses regarding waivers**

- \$300,000 earmarked by the city for Visit West Hollywood to engage in promotion towards a *local* market. Typical focus for VWH heads in beds, this money is for LA and other drive-in visitors to encourage them to dine, shop, and explore WeHo
    - Putting together focus groups, also looking at data to direct marketing spend
  - Council voted to contract FM3 to conduct an economic impact study of the minimum wage/PTO policies
    - Independent agency
    - Moving forward with a labor study as well, challenging to formulate that study because that data will be more qualitative than quantitative, how to develop unbiased survey that results in statistically significant information
  - Approved outzone extension, deadline to apply in January 12 which will extend outzones through May 30. Different rules for private property
  - Approved the multi-step Small Business Initiative, a few staff members will be returning from parental leave in January and get to work on implementing the different aspects of that plan
  - **ACTION ITEM: All Board Members- If you or a business you hear of have questions about your Outzone and the charges, email [business@weho.org](mailto:business@weho.org)**
- b. West Hollywood Chamber of Commerce – Genevieve Morrill
- Thank you for sponsoring the Creative Business Awards and thank you for accommodating November’s meeting cancellation.
  - Chamber’s MyWeHo campaign had great turnout for the November 20<sup>th</sup> city council meeting with about 30 members of the business community showing up to communicate the dire situation they’re facing to city council
  - While many Design District businesses are less effected by the minimum wage/PTO policies than others, the impact on the hospitality businesses impacts the foot traffic/general turnout for the entire city
  - Thank you to Ferguson Industries for the sponsorship of the 75<sup>th</sup> anniversary festivities

## 8) Adjournment

- a. Meeting **Adjourned at 4:40 PM by Chair, Katherine Shadley**

**Next Regular Board Meeting: January 17<sup>th</sup>, 2023 AT KOHLER Experience Center**

Respectfully submitted: Kristen Osborne, BID Management Team | Admin Support | December 27, 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: Next Executive Committee meeting to discuss the annual budget and cost breakdown, JB to attend January Executive Committee meeting**
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