



- Board Members Present:** Katherine Shadley, Flint Faulkner, Tobi Nierob, Caitlin Penny, Paris Chong, Nadia Al-Amir Galatro, Gulla Jonsdottir, Marco Pelusi, Dimple Thakkar, Gary Trudell
- Board Members Absent:** Sara Fahlgren, Craig Susser
- Management Present:** Greg Rang, Genevieve Morrill, John-Baptiste Goddard (ph), Nalani Santiago
- City Representatives:** Laura Biery, Taylor Coyne, and Dereck Purificacion; Economic Development Department
- Affiliate Board Members:**
- Guests:** Christopher Klapp, Charlie Brown

1) Call to Order/Chair’s Report 4:10 PM – Chair, Katherine Shadley

- a. Roll call conducted by Nalani Santiago.
 - Quorum established with ten (10) board members present.
- b. Guest Introductions:
 - Chris Klapp, Petrossian; Charlie Brown, Kohler Experience Center
- c. Katherine reports that Sara Fahlgren has resigned from the Board.
- d. Comments on the Agenda: None provided.

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

- Review and Approve May and June minutes.
- Caitlin Penny makes a **Motion** to approve both May and June minutes.
 - **Seconded** by Gary Trudell
 - Motion **Carries** by unanimous vote
 - The May and June minutes are approved.

2) Approval of Financials

- a. Review and Approve May and June Financial Reports – John-Baptiste Godard
 - May
 - In the bank: \$412,106
 - Total revenue: \$20K
 - Total expenses: \$24,065
 - Net Income: (\$4,064.33)
 - June – Fiscal Year End
 - In the bank: \$389,803
 - Total revenue: \$20K
 - Total expenses: \$42,503
 - Net Income: (\$22,503.64)
 - Starting in July, the line item Creative Development will be renamed Social Media
- b. Assessment Collection Update – Laura Biery
 - Taylor advises that Finance has given her a final assessment for the fiscal year amount of \$4,861.40. The check is forthcoming and will be reflected in July.
 - Total assessments thru June: \$73,078, which is 70%. FY22 was also at 70% - pre-pandemic level was close to 80% (80% is standard for BID collection).

- Questions/Comments: How successful is our collections – what percentage of the collections sent out are returned paid?
 - **ACTION ITEM: Taylor/Laura to send Gen a copy of the collection letter.**
 - Taylor informs the Board that they are presently working on creating the list that will go to collections.
 - **ACTION ITEM: Taylor/Laura to send Gen & Greg the most recent copy of the collections list.**
- c. Financial Report Approval
 - Flint Faulkner **Moves** to approve both May and June Financial Reports as is.
 - Motion **Seconded** by Marco Pelusi
 - Motion **Carries** by unanimous vote
 - May and June Financial Reports are approved.

3) BID Management Report

- a. BID Manager Report – Genevieve Morrill
 - Once Upon a Cocktail Update & Action
 - It’s going to publisher this week so it will be ready in October
 - Launching during Eat + Drink Week
 - The \$12,500 the District spent on sponsorship gave you the option to purchase books at wholesale – Gen asks the BID if they want to purchase.
 - Katherine Shadley states that the Welcome Committee is purchasing 100 copies for the welcome gift bags out of their budget, which was already approved, so does not require further Board action
 - **ACTION ITEM: Gen to get invoice for 30 books to Flint for 8899 Beverly Asso.**
 - Popup Banner
 - It’s under \$500, but trying to get a design has been difficult. Will be faster to have Ruben design it.
 - BID Audit & Action
 - Last meeting, we didn’t have a quorum to vote on this item. Consensus was that it’s best practice to audit on a semi-regular basis, those in attendance thought a bi-annual schedule was sufficient
 - **Motion** to approve a full bi-annual audit, by an independent agency, of the BID’s financials made by Caitlin Penny.
 - Motion **Seconded** by Marco Pelusi
 - Motion **Carries** by unanimous vote
 - **ACTION ITEM: Nalani to add bi-annual audit to Board Manual.**
 - **ACTION ITEM: ALL BOARD MEMBERS – Please send any options of financial companies to Gen.**
 - **ACTION ITEM: Gen to present Board with auditor choices in August.**
 - **ACTION ITEM: Nalani to add choosing a financial firm and budget for bi-annual audit to August agenda.**

b. Executive Director Report – Greg Rang

- The BID has been renewed by the city for another year.
- Caitlin Penny is our new Marketing Committee Chair.
- Greg reports that we have begun integrating with the wider community through the next three agenda items:
 - Retail Brokers Roundtable
 - Talked about challenges with tenancy, where business is in the District
 - City’s Business Leadership Quarterly Meeting
 - Put on by City Manager, David Wilson, and staff
 - JLL Tour of the District
 - They’re working on a vision of West Hollywood travel for the future, Visit West Hollywood asked us to lead them on a tour of the District
- Melrose Marketing
 - Greg hands out examples of the 6 or 7 magazines the BID’s print ads will be in
 - There will also be a digital campaign component – going to email and social media

c. Marketing Report – Genevieve Morrill

- Nalani will be handling newsletter reporting once it’s back online. Chamber is hiring a new admin that will take over the administrative duties of the BIDs.
- Nalani relays that the *corrected* May and June Marketing Reports are as filed in the July Agenda Packet.
 - May: <https://conta.cc/41jPcPV>
 - June: <https://conta.cc/44bn4QU>
- Newsletter Update
Caitlin advises the Board that the newsletter will be undergoing an overhaul and taken offline until it relaunches in September, in conjunction with new website launch

4) Committee Reports

a. Marketing & Events Committee Update – Caitlin Penny

- Caitlin relays that the Social Media Report has been revamped and now includes an Executive Summary, a one pager that details the pertinent information the Board has said it wants to focus on – that is what Dimple will report on. The full report will still be available for review for anyone who wants.
- Social Media Report – Dimple Thakkar, SYNHERGY
 - We have doubled the number of posts and implemented the photography budget, giving social media material to work with

- Instagram engagement rate increased by 8%
 - Changing how advertising spend is allocated has helped increase engagement
 - Gone from 3 to 5 posts/week and added Stories which are also more engaging
 - **ACTION ITEM: ALL BOARD MEMBERS – Please follow the Design District’s social media accounts: @wehodesigndistrict.**
 - Average Likes per post is 28-30
- Have 287 new followers, an increase by 26% (a new record!)
 - Most of them come from design, real estate, and fashion industries
- Discovered and engaged with 10 new businesses not previously followed or promoted by the District
 - ½ of the posts in the past month came from new businesses the BID has never promoted before
- Quarterly focus & forecasts:
 - Launching #ShopDineDesignMelrose campaign
 - Promoting summer activities in the District
 - Using the momentum from the above campaigns to leverage Holidays in the District transition
 - SYNHERGY will continue to collaborate closely with Greg to identify businesses lacking social media presence and create plans to provide those businesses with professional photography support
- The Top and Bottom 5 Posts by Performance along with why can now be found in the Report
- Dimple informs the Board that everyone has access to the analytics dashboard anytime. **ACTION ITEM: Dimple to send the credentials needed for Board to access the TrillianVue analytics to Nalani.**
- **ACTION ITEM: Nalani to send credentials to the Board.**
- Committee Report – Caitlin Penny
 - Website: having weekly meetings now, first draft of landing page looks really good, pushing for launch of phase 1 in September
 - 75th Anniversary: theme is celebrating district businesses
 - Honoring 3-4 legacy businesses
 - Starting small. Want to encourage a more grassroots approach to year 1 – year 2, we will champion programming

- Feedback Forms: to streamline and centralize how feedback comes to Marketing Committee for social media, blog, marketing, newsletter needs, or for general social media feedback, Caitlin has created two Google docs that everyone can now use
 - (1) Social Media/Blog/Marketing/Newsletter Requests
 - (2) Social Media Feedback
 - **ACTION ITEM: Caitlin to send links to both Google forms to Board and Nalani for distribution.**
- Meeting with the graphic designer who will redesign all the flyers, brochure, materials, etc., and tie into the website
- The next mixer is August 17 from 6-8pm, please do your best to attend
 - **ACTION ITEM: Greg to send out a calendar invite to the Board for the Aug 17 mixer.**
 - **ACTION ITEM: Greg to confirm Varvatos as mixer location by 7/20.**
- b. Welcome/Nominating Committee – Gary Trudell
 - Gary states that the Welcome Committee needs the updated list of businesses from the city.
 - **ACTION ITEM: Greg to send Gary the updated District businesses list.**
 - Nominating Committee
 - Ramona from Soho Home expressed an interest to join the Board, after attending last month, as has Charlie Brown, she was unable to attend today
 - Christopher Klapp, Petrossian, and Charlie Brown, Kohler Experience introduce themselves and their businesses
 - **ACTION ITEM: Nalani to put Nominating Committee Slate for a Vote on the August agenda.**
 - Nominating Committee remains as Gary Trudell and Flint Faulkner. Dimple Thakkar is stepping down from committee since her term ends and is up for re-election

5) Executive Committee Report – Katherine Shadley

- a. Want to get business cards for Board Members who want them, will bring sample next month.
- b. Looking at and considering a PO Box for BID’s mailing address.
- c. Want to get a Zoom account for the BID.
- d. The attendance for the year was reviewed. Katherine will have a one-on-one discussion with those in violation of the Bylaws.
 - Board members will be asked to step down if they miss 4 meetings within a fiscal year or 3 consecutive meetings
 - Moving forward, a record of attendance will be sent out more frequently

6) External Partner Reports

a. City of West Hollywood

▪ **Economic Development Department** – Taylor Coyne

- Assessments – working with Revenue Department to get a list of all the businesses that were assessed in FY 2023-24
 - **ACTION ITEM: Taylor/Laura will distribute list to Greg, Gen, and Nalani when it's ready.**
 - There are a handful of businesses that cannot be assessed because they haven't registered their business with the city – they don't have a business tax certificate
 - **ACTION ITEM: Taylor/Laura will distribute this list as well as the delinquent list to Greg, Gen, and Nalani.**
- Last Meeting for a while for both Taylor and Dereck
 - Laura will be here. Contact info: email - LBiery@weho.org | cell – 619-920-7511

b. West Hollywood Chamber of Commerce – Genevieve Morrill

- Genevieve thanks the Board for their support and sponsorship at State of the City.
 - Caitlin states that she was wildly surprised by the event – the BID should sponsor again next year
- Extreme Collection, a new business in the District, that the Chamber did a ribbon cutting for not that long ago, has already closed this location and moved to Orange County where the cost of doing business is less.
- Critical State of Business call on Friday, July 21 from 10-11:30am – you are all invited to attend the closed-session virtual meeting.
 - **ACTION ITEM: Gen to circulate the Critical State of Business letter to the Board.**

7) BOD Comments

- a. Flint Faulkner thinks we should start keeping track of our accolades in bullet point form for the Welcoming Committee to use when talking to members and share our successes.

8) Adjournment

- a. Meeting **Adjourned at 5:45 PM by Chair, Katherine Shadley**

Next Regular Board Meeting: August 16th

Respectfully submitted: Nalani Santiago, BID Management Team | Admin Support | August 2, 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:** Taylor to send Gen a copy of the collection letter. (pg 2)
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