



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

1) Call to Order/Chair's Report 4:16 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 August minutes.
- Tobi makes a **Motion** to approve August minutes.
 - **Seconded** by Paris
 - Motion **Carries** by unanimous vote
 - The August minutes are approved.

3) Approval of Financials

- a. Review and Approve August Financial Reports – John-Baptiste Godard
- In the bank: \$505,078
 - Total revenue: \$228,541
 - Total expenses: \$88,452
 - Net Income: \$140,089
 - Discussion regarding exact breakdown of expense categories, what falls into marketing and website, what falls into programs and events.
 - **ACTION ITEM: John-Baptiste to email Katherine, Greg, and Tobi a more complete breakdown of what expenses/revenue are included in each category.**
 - Dimple makes a **Motion** to approve August finances contingent on JB emailing Katherine, Greg, and Tobi a more thorough expense breakdown.
 - **Seconded** by Gulla
 - Motion **Carries** by unanimous vote
 - The August financial report will be approved upon completion of receipt of the expense breakdown.

4) BID Management Report

a. BID Manager Report – Genevieve Morrill

- Affiliate Letter Drafts – Gen passes out drafts of affiliate invitation letters to send to new members to participate in meetings without formally being board members. Could be in the District but not assessed, in West Hollywood but not in the District, business that would be a great partner/asset to the BID in some way.
 - **ACTION ITEM: ALL BOARD MEMBERS - Adjust the letter to your needs for your intended invitees and send to them! If you notice any glaring mistakes on businesses on the side, let Gen know.**
 - With website, branding/creative for one-sheet of Affiliate program is being decided still but the information is correct.
- Board of Governor Letter Draft – Discussion of the need to form a Board of Governors so that bigger names who can lend to the Design District’s brand for sponsor purposes, understanding of board and the mission but may not have the time for the Board of Directors commitment can participate.
 - Gen and Caitlin compiled and sent out a list of potential Board of Governors members.
 - **ACTION ITEM: ALL BOARD MEMBERS – If you have connections with anyone on the list, reach out using Gen’s draft letter.**
- Eat + Drink Week
 - November 3-12, link to register specials (pris fixe menu carried over from DineLA, special cocktail tying into Once Upon a Cocktail, etc) will be available soon.
 - Katie Brightside’s *Once Upon a Cocktail* book will be available that week, putting together plenty of events in October and November related to book launch that will drive traffic to West Hollywood.
- LA Fashion Week discussion
 - Two similar events that are unrelated aside from fashion connect: LA Fashion Weekend is being entertained by Visit WeHo, doing a teaser event this year for a more fleshed out event in 2024, has a plan and would be worth supporting with more information.
 - **ACTION ITEM: Greg to talk to Tom Kiely at Visit WeHo for more information on Fashion Weekend and what they’re doing together.**
 - LA Fashion Week’s website has generally unclear information and the ask from us is pretty unclear. The assets at their disposal are not clearly advertised either.

b. Executive Director Report – Greg Rang

- Print ads are out in a variety of shelter publications (Bon Appetit, Architectural Digest, Conde Naste Traveler). First set of ads is advertorial and more copy-based, next set will use much more graphics. Greg has been working with photographer.
 - **ACTION ITEM: Greg to change Craig’s opening year from 2013 to 2011 in advertisement.**
- **ACTION ITEM: Greg to give out West Hollywood Design District window clings to whole board.**
- Visit West Hollywood has asked for Greg’s help soliciting creators for their Creators Series
 - **ACTION ITEM: ALL BOARD MEMBERS — Reach out to Greg if you or someone you know would be interested in being featured in the Creators Series.**
- Design District Mix & Mingle is October 19th at VonDom from 6-8pm
 - Outdoor furniture design from Spain with eco-friendly focus
 - Some of the nearby businesses will be open and have refreshments too
 - **ACTION ITEM: Greg to send out calendar invitations for the mixer.**

5) Committee Reports

- a. Marketing & Events Committee did not meet this month
 - Very close to finishing the website, in finalization step
- b. Social Media Report: SYNHERGY (Dimple Thakkar)
 - Total Instagram engagement at new record high, up 27% from last month with an average of 177.74 Instagram engagements a day.
 - Gaining followers/engagement from bigger name accounts is helping with increase in visibility
 - Continuing #ShopDineDesignMelrose campaign, to date that hashtag has just under 15,0000 impressions
 - **ACTION ITEM: ALL BOARD MEMBERS – Request a social post from Dimple to the official Design District Instagram via the form that is set up.**
 - **ACTION ITEM: Greg to reshare the link to the social request form.**

6) External Partner Reports

- a. City of West Hollywood – Laura Biery
 - Greg’s outreach to the Design District in encouraging productive conversations with the City regarding the current problems facing businesses has been great
 - Melrose Streetscape continues. Once complete, city will pause and research what happened and why before making plans for any other streetscapes.

- Part of the problem has been this year’s weather; soil rose and cracked sidewalk, undoing a major chunk of work that had been performed
- During pause, Laura to circle back on Ad Hoc committee for streetscape feedback to help do better
- Laura is working on audit to ensure that all businesses who should have gotten rebate did in fact get it.
- New Director of Community Planning at West Hollywood Nick Maricich hosting meet and greet with business owners on Tuesday, September 26th from 6-7pm at City Hall
 - **ACTION ITEM: ALL BOARD MEMBERS - Email Laura at lbiery@weho.org or business@weho.org if you are not currently receiving calendar invitations from the City and would like to.**
- b. West Hollywood Chamber of Commerce – Genevieve Morrill
 - Creative Business Awards | Nov 15, 2023 | 1 Hotel | 6-10pm
 - Legacy honoree is the Sunset Marquis Hotel
 - Discussion of table sponsorship at the \$6500 level.
 - Katherine makes a **Motion** to sponsor at the \$6500 level for a table. Craig **seconds** the motion. Motion **passes** unanimously, the Design District will sponsor a CBA table.
 - Critical State of Business Update
 - Staff at the city has been working to help, recommended to council two million dollars in refunds for business taxes, not ungrateful for the support but the situation is far more dire
 - In process of conducting Critical State of Business meetings between business owners and city council meetings
 - Focus is on working on legal pathway for a special wage for full-time service staff who also earn gratuity. Also focusing on PTO policy, amending this element has the most potential with City Council
 - Intended effect of ordinance was to get workers more hours and/or more pay, it’s having the opposite effect
 - October 16th City Council meeting is where staff will bring official response to the Critical State of Business for discussion
 - Chamber is starting Marketing Committee, first meeting is Thursday, 9/21 and focus will be changing negative narrative around businesses
 - First Fridays All Business Meeting on Zoom is October 6th from 10am-11:30am.
 - **ACTION ITEM: ALL BOARD MEMBERS - If you hear of any businesses closing, reach out to Laura at lbiery@weho.org or business@weho.org to ensure she is aware and conduct “exit interview.”**

c. John Gakuru from Tales of the Cocktail

- *Once Upon a Cocktail* was putting together a mixology competition, decided to slow process and change verbiage to bartending competition.
- Now partnering with Tales of the Cocktail, a global nonprofit organization that focuses on supporting, educating, and advocating for bartenders.
 - Moving bartending profession from unskilled to skilled
- Competition delayed until either Q2 or Q3 2024, will focus on supporting the humans behind the bar industry which Katie Brightside’s *Once Upon a Cocktail* already has done for West Hollywood
- Competition to be modeled after global Tales of the Cocktail competition in New Orleans, which annually brings a significant boost to economy there.
 - \$29.1 Million economic impact, 7th largest event in New Orleans (which has more festivals than days in a year)

7) **Adjournment**

- a. Meeting **Adjourned at 5:31 PM by Chair, Katherine Shadley**

Next Regular Board Meeting: October 18th, 2023 AT KOHLER EXPERIENCE CENTER

Respectfully submitted: Kristen Osborne, BID Management Team | Admin Support | September 25, 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:** John-Baptiste to email Katherine, Greg, and Tobi a more complete breakdown of what expenses/revenue are included in each category (pg 1)
- **ACTION ITEM:** ALL BOARD MEMBERS- Adjust the letter to your needs for your intended invitees and send to them! If you notice any glaring mistakes on businesses on the side, let Gen know (pg 2)
- **ACTION ITEM:** ALL BOARD MEMBERS– If you have connections with anyone on the list, reach out using Gen’s draft letter (pg 2)
- **ACTION ITEM:** Greg to talk to Tom Kiely at VisitWeHo for more information on Fashion Weekend and what they’re doing together (pg 2)
- **ACTION ITEM:** Greg to change Craig’s opening year from 2013 to 2011 in advertisement (pg 3)
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