

Board Members Present: Katherine Shadley, Paris Chong, Gary Trudell, Marco Pelusi, Andrea Bastug, Christopher Klapp, Evan Thomas, Tobi Nierob, Caitlin Penny

Board Members Absent:

Board of Governors Present:

Management Present: Greg Rang, Genevieve Morrill, Kristen Osborne, Nalani Santiago, Jamie Wilson

Partner Organizations: **Synhergy** – Dimple Thakkar
City of WeHo Staff – Laura Biery, Laura D’Ambrosia

Guests: Clementine Todorov, Janelle Saunders

1) Call to Order 4:08 PM – Katherine Shadley (Chair)

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

Chair Report – Katherine Shadley (Chair)

- a. Review and Approve September minutes.
 - Caitlin makes a **Motion** to approve September minutes.
 - **Seconded** by Marco
 - Motion **Carries** by unanimous vote
 - The September minutes are approved.
 - Treasurer Position
 - The position of Treasurer is now open as Tobi has stepped down from that position. She will continue to serve as a Board Member.
 - Seeking a nomination for Treasurer. There isn’t an action on the agenda so there is some time to consider. The largest responsibility is really attending the Executive Committee meetings an hour before the BOD meetings and keeping an eye on budget expenditures as well as revenue generation brainstorming.

2) External Partner Reports

- a. City of West Hollywood
 - Economic Development (Laura Biery and Laura D’Ambrosia)
 - Laura D’Ambrosia is the new Business Development Analyst for the city! They continue to search for a new Business Development Manager and applications for that position will continue to be accepted through the end of the month
 - Janelle Saunders from Bergen Associates attended this meeting to provide an update on the status of the Streetscape Construction Projects and Utility Undergrounding

- Currently in the process of utility undergrounding (taking all of the big overhead utility lines and burying them underground in preparation for the streetscape projects). Work on Almont is substantially complete, began on La Peer last week
- Towards the end of October, there will need to be street closures on both Almont and La Peer to allow for the underground vault setting. There are two tentative dates, just waiting for that to be scheduled; that would be an afternoon closure but would allow for local access.
 - All information regarding the Almont/La Peer construction can be found [here](#)
- Melrose construction was really tough; what preparations are in place to make the process with Beverly smoother?
 - Trying to express schedule and consequences for not meeting schedule within the contract itself to more clearly outline expectations and to ensure accountability for those expectations.
 - Board mentions it would be useful to allow parking vouchers for the neighborhood or something similar, as this will impact retail parking options
- There are biweekly meetings regarding this project, if you are interested in participating, email business@weho.org and you will be added to the distribution list.
- Bills for West Hollywood Design District assessment fees were sent out the week of August 26th so payments for those are trickling in
 - Total billing amount of \$149,380.00 with 258 businesses that were billed, no payment status yet but looking to provide one at November's meeting.

3) Approval of Financials – John-Baptiste Godard

a. Review and Approve Financial Report

- At end of September,
 - In the bank: \$428,878.45
 - Total revenue: \$94,690
 - Total expenses: \$27,956
 - Net Income: \$ 66,734

- Chris makes a **Motion** to approve September financial report
 - **Seconded** by Gary
 - Motion **Carries** by unanimous vote

4) External Partner Reports (Continued)

a. West Hollywood Chamber of Commerce

- Chamber has a Halloween guide that WHDD businesses can submit to, additional information and the guide itself is available at
- Creative Business Awards are scheduled for November 12 at the 1 Hotel
 - **ACTION ITEM: If you have silent auction items you would like to donate for the CBAs, email admin@wehochamber.com**
 - **ACTION ITEM: If you would like to sit at the WHDD Table at the CBAs, email Greg. The WHDD Table Sponsorship approved at previous meeting allows for 10 seats**

5) BID Management Report

a. Executive Director- Greg Rang

- Greg's Executive Director report is available in the October agenda packet. Moving forward, this format will help meetings be more discussion driven so be sure to review future ED reports prior to the meeting
- MediaMax Additional Spend Discussion and Action
 - Initial campaign was for three months (May 7-August 7) so was set to expire at the beginning of last month. At last three meetings, the board voted to extend the MediaMax campaign for an additional month at the rate of \$4999
 - We had discussed implementing an RFP process for all vendors including digital media. While that process is being finalized, doesn't make sense to lose existing relationship with MediaMax and all of the momentum from that campaign.
 - RFPs are continuing to be finalized, asking for a motion to extend the campaign from November 7-December 7 for \$4999.
 - Chris makes a **motion** to extend the MediaMax ad spend an additional month for \$4999. Caitlin **seconds** the motion. The motion **passes unanimously**.
- Design West Hollywood Updates

- Mary Ta is interested in helping to design a graphic for a sticker in celebration of the Design West Hollywood event
- For Design West Hollywood, thinking of creating a silent auction as a revenue generator for the Design District. Ideally, would have big ticket items and be able to populate the guest list for the passed tray luncheon event with people who would be interested in purchasing those auction items. The Chamber uses OneCause for their Silent Auctions, worth considering using the same program
- For the large luncheon, thinking 100-150 people guest list.
 - Ideas are floated for B&B Italia or possibly Cassina for where to host that.
 - Discussion of how to go about the process of curating the guest list from compilations of board members personal lists, will likely be another task of the Design West Hollywood committee
- Affiliate Program
 - **ACTION ITEM: All Board Members-Prior to November BOD meeting, look over the affiliate brochure included in the agenda packet and send Greg feedback.**
 - **ACTION ITEM: Admin to add Affiliate Program Discussion to agenda for November**
- b. BID Manager – Genevieve Morrill
 - EIN Discussion
 - In order to get an EIN, the Design District would need to set up a corporation. This can be a costly and complicated process and would require the BID to do a significant amount of its own management in a way that would require a lot more lift than is already tasked to the WHDD staff.
 - The concern that brought up the EIN issue was with regards to legal liability if the WHDD was to be sued. However, DNO insurance covers this concern already. David Wood helped the Chamber set up all BID insurance policies, we can double check with him to ensure that the policy covers all BOD members as individuals
 - Placer AI

- Part of the discussion from Placer AI at previous meetings was that if the Chamber was to get it and split the cost three ways, one possible usage for the platform would be as an offering for affiliate members as part of their membership, where they would have the ability to run inquiries with a member of the WHDD team (potentially a new tech-savvy BOD member) about their business
- The quote from Placer was that it would be around 13,000/year, which comes out to about 4,500 annually for the WHDD if costs are split evenly amongst the Chamber, the WHDD, and the SSBID. The SSBID BOD meeting is October 21 and they have not heard the updated status of the Placer AI negotiations so it is pending their interest
 - Caitlin makes a **motion** to approve signing up with Placer AI with the WHDD taking no more than 1/3 of the quote at a maximum cost of \$4500 of the costs. Gary **seconds** the motion. The motion **passes** unanimously.
- Committee Protocols
 - Looking to set up a policy to help ensure that everyone on the board is aware of committee activities. Hoping to implement a policy of ensuring all committee meetings have agendas and minutes that get shared with the board and added to the packet
 - **Action Item: Admin to add a significant chunk of time (15 minutes) for this discussion to November agenda for both BOD and Executive Committee meetings**

6) Committee Reports

a. Executive Committee – Katherine Shadley

- RFP Update
 - A neutral third party will be reviewing the RFPs and making recommendations for all RFPs
- Reserves conversation
 - Without the Aspire spend and without MediaMax, we're at a net break even
 - Nalani and John are going to get together and clearly delineate the categories of spending to give a better sense of what is being spent that was already approved and what is being spent after discretionary spending

- With this discussion will break out money associated with Melrose budget

➤ **ACTION ITEM: For next month's agenda, admin needs to add an action item for the Reserves/Budget discussion.**

b. Holidays in the District Ad Hoc

- For the action item regarding the banner, it is too late to reconsider for 2024 if we want to have the banners up, but worth considering in 2025 if we think it is worth the loss of \$20,000 in revenue in addition to production and labor costs.
- Banners are a package managed by BID management, confirmation of dates that the BID wants to use the banners for their own purposes is due in May. If we do not want the banners for 2025, must have an action to confirm prior to May.

➤ **ACTION ITEM: Additional banner discussion update to be added to the November agenda**

- On the day of the event, December 12, we will have two hours of carolers out and about in the WHDD from 4pm-6pm before leading to the two hour holiday party hosted at the La Peer 6pm-8pm.

c. Revenue Generation Ad Hoc

- Still in kickoff of the revenue generation committee
- One method of revenue generation that has come up is the idea of selling banner ads on the website. In order to kick that program off, the committee has come up with the idea of giving away five different banners for free to businesses who fit the brand exceptionally well.
 - In the agenda packet, the Revenue Generation committee notes include a list of the businesses under consideration. Because this is giving something that would generally be for a cost away for free, a motion is needed.
 - Caitlin makes a **motion** to approve for the Revenue Generation committee to give away five banner ads on the website at no cost for a collected value of up to \$25,000 to begin to generate revenue from ads. Marco **seconds** the motion. The motion **passes unanimously**.

d. Nominating Committee

- Some potential ideas that Chris and Greg are reaching out to, ideally trying to get potential board members to a few meetings prior to formally nominating them.

- **ACTION ITEM: All Board Members- If you have ideas for potential new board members, send them to Chris**
- e. Social Media Report – Dimple Thakkar
 - Last month, the board voted to increase the monthly ad spend for social media from \$500/month to \$1500/month for November and December to utilize on the holiday season. Dimple recommends to distribute that funding:
 - \$600 for driving Instagram profile traffic
 - \$100 for driving new likes on Facebook
 - \$100 for capturing new leads
 - \$700 for boosting posts with precision audience targeting
 - Chris **motions** to approve the ad spend distribution as Dimple recommends. Marco **seconds** the motion. The motion **passes unanimously**.
 - **ACTION ITEM: Admin to begin including entire Social Media packet from Dimple in the agenda packet**
 - **ACTION ITEM: Greg and Dimple to connect regarding photography and what is available in the Dropbox**
 - Evan mentions that a social media strategy that has been effective for La Peer has been to boost a reel with a lot of ad spend rather than spreading ad spend across multiple posts

7) Board Comments

- a. **ACTION ITEM: Admin to add an agenda item with an action to November’s meeting regarding length of meetings/how meetings are structured.**
- b. Chris discusses idea of a Board Member check-in process to speak with new board members six months into their tenure and discuss what is and isn’t working
 - **ACTION ITEM: Chris to begin scheduling a meeting with new board members when they begin that is six months out from when they start and is with himself, Gen, Greg, and the chair regarding their experience so far on the board.**

8) Public Comments

Meeting adjourned at 6:16 PM

Action Items

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