



EXECUTIVE/FINANCE COMMITTEE MEETING AGENDA

November 20th, 2024

3pm-4pm

Kimpton La Peer

627 N La Peer Dr, West Hollywood, CA 90069

- Digital Health Check
- Committee Protocols
- BOD Meeting Structure and Length
- Social Media Discussion and Action
- Public Comment



**Meeting Location:**  
Conference Room at Kimpton La Peer Hotel  
627 N La Peer Dr, West Hollywood, CA 90069

**BID BOD MEETING - AGENDA**

Wednesday, November 20th, 2024

BID Meeting: 4:00PM-6:00PM

1. **CALL TO ORDER/CHAIR REPORT- Katherine Shadley (Chair)** **4:00 PM**
  - a. Self-Introductions/Roll Call (Andrea Entz)
  - b. Board Comments on Agenda
  - c. **Review of October Minutes – Discussion and Action**
  - d. **Treasurer Position and Action**
  
2. **FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard** **4:10 PM**
  - a. Review & Approve October Financial Report
  
3. **EXTERNAL PARTNER REPORTS** **4:20 PM**
  - a. City of West Hollywood (Laura Biery)
    - Overview of West Hollywood Cultural Olympiad Project (Laura Zucker, AEA Consulting)
  - b. West Hollywood Chamber of Commerce (Genevieve Morrill)
  
4. **BID MANAGEMENT REPORT** **4:45 PM**
  - a. Executive Director Report (Greg Rang)
    - Receive and File
    - **MediaMax Renewal Discussion and Action**
    - Affiliate Program – Board Feedback, Suggestions
    - Eat, Drink Week Discussion
  - b. BID Manager (Genevieve Morrill)
    - **Placer AI Discussion and Action (John-Baptiste Godard)**
    - District Restructure Discussion and Next Steps
    - Ad Hoc Committee Protocol
    - Banner Discussion and Update
  
5. **COMMITTEE REPORTS** **5:10 PM**
  - a. Executive Committee Report
    - **WHDD Meeting Structure and Length Discussion and Action**
    - Marketing RFPs Update
    - **Actions Needed by Board from Executive Committee Meeting**
    - **Reserves and Budget Discussion and Action**
  - b. Holidays in the District Ad Hoc Committee Report (Katherine Shadley)
  - c. Revenue Generation Committee Report
  - d. Nomination Committee Report (Chris Klapp)
  - e. Reports to Receive and File
    - Social Media Report
  
6. **BOARD MEMBER COMMENTS** **5:45 PM**
  
7. **PUBLIC COMMENTS** **5:55 PM**
  
8. **ADJOURNMENT OF BOARD MEETING** **6:00 PM**

**NEXT MEETING: December 18th**