

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, Andrea Entz, Nalani Santiago (via Zoom), Jamie Wilson, John-Baptiste Godard (via Zoom)

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

Guests:

1) Call to Order 4:10 PM – Katherine Shadley (Chair)

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

Chair Report – Katherine Shadley (Chair)

- a. Review and Approve October minutes.

- Marco makes a **Motion** to approve October minutes.

- Seconded** by Chris

- Motion **Carries** by unanimous vote

- The October minutes are approved.

- Treasurer Position and Action

- Christopher Klapp has been nominated for the position of Treasurer and is excited to accept the nomination.

- He hopes to increase revenue and efficiency in expenses.

- Marco makes a **Motion** to approve Christopher Klapp as the new Treasurer of the West Hollywood Design District Board of Directors.

- **Seconded** by Paris

- Motion **Carries** by unanimous vote.

- Christopher Klapp is approved as the new Board Treasurer.

- **Approval of Financials – John-Baptiste Godard**

- a. Review and Approve Financial Report

- At end of October,
 - In the bank: \$389,689.13
 - Total revenue: \$20,000
 - Total expenses: \$68,125
 - Net Income: \$ 48,125

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- Caitlin notes the profit & loss document states a budget for certain items that we have not and will not actually be spending, leaving our deficit smaller than is stated in the budget.
- The Board is working to reduce the \$100k in marketing expenses with many ideas such as potentially not buying back banners, and reducing social media services.
- Caitlin makes a **Motion** to approve October financial report
 - **Seconded** by Chris
 - Motion **Carries** by unanimous vote
- **External Partner Reports**
 - a. City of West Hollywood (Laura Biery and Laura D'Ambrosia)
 - **ACTION ITEM: Admin to add Laura Zucker West Hollywood Cultural Olympiad Project presentation to December meeting agenda.**
 - Starting in December, the City will be printing their Assessment Collection reports and submitting them in advance, per a request made by the Board at the September meeting.
 - **ACTION ITEM: Laura to submit reports to admin starting at next meeting.**
 - The City is celebrating 40 years of cityhood, West Hollywood Day and State of the Community with a free event on the evening of November, 21st. The event is open for all members of the public. RSVP at weho.org/wehoday.

- Banner Program approval for Licensing agreement at City Council is pushed to December 16th.

- Also staff is having CC correct municipal code where the Design District is still referred to by the old name “Avenues of Art and Design”

- **BID Management Report**

- a. Executive Director- Greg Rang

- In addition to his report, BlueDot and The Butcher’s Daughter will be hosting holiday marts and John Varvatos will be hosting a shopping day on December 19th

- **ACTION ITEM: Greg to send information and dates on BlueDot and Butcher’s Daughter Holiday Marts to Board members.**

- MediaMax Additional renewal Discussion and Action

- MediaMax is currently priced monthly at \$4,999 with 3.5million display impressions and 66,000 conversions to people coming into the Design District.

- The Executive Committee recommends extending MediaMax through the Design West Hollywood activation because of traction in website conversions.

- Caitlin makes a **motion** to approve one month of MediaMax ad spend at \$4,999. Marco **seconds** the motion. The motion **passes unanimously.**

- **ACTION ITEMS: Admin to add MediaMax discussion and action to January agenda**

- **ACTION ITEM: Chris to research typical marketing expenses to bring to MediaMax discussion in January meeting.**

- **ACTION ITEM: Admin to add Banner Buy Back discussion to December Agenda.**

- Affiliate Program – Board Feedback, Suggestions

- Draft Affiliate Program included in November packet for Board feedback.

- There is an approval and voting process to ensure Affiliates are aligned with the Design District mission. If there are many Affiliates, the Board may want the Nominating Committee to be in charge of the selection process.

- The best time to push the Affiliate Program will be after Design West Hollywood.
- Discussion on revisiting Design District mixers to encourage membership or Affiliate increase.
- **ACTION ITEM: Greg to make design edits to Affiliate document, including reducing font size and changing grey/white coloring for readability.**
- **ACTION ITEM: Greg to clarify what is included in membership in Affiliate document.**
- **ACTION ITEM: All members to send Greg recommendations on Affiliate leads such as businesses on the edge of Design District boundaries.**
- **ACTION ITEM: Gen to send Affiliate and Board of Governors invitation letter templates to Board.**
- Eat, Drink Week Discussion
 - Design West Hollywood is March 5 -6 with a possibility of extending to the 7th which will overlap with Eat, Drink Week.
 - There is an opportunity to partner with Visit West Hollywood to collaborate between the two events.
 - The Chamber partners with Visit WeHo on Eat, Drink week by spotlighting 40 F&B venues and ensuring they each have a significant food and drink special and provides resources for simplicity of business participation.

b. BID Manager – Genevieve Morrill

- Placer AI
 - Bid Management is looking to purchase Placer AI and split the cost three ways between WHDD, WHCC and SSBID.
 - Placer AI would like to sign a 2-year deal with a cost of \$18,000 for the first year and \$20,000 for the second year.
 - **Placer AI discussion and action tabled until SSBID votes in February.**
 - **ACTION ITEM: Admin to add Placer AI discussion and action to February agenda.**
- District Restructure Discussion and Next Steps
 - The Design District boundaries were structured in the 1997 and WHDD is suggesting revisiting the BID structure
 - Suggestion to hire BID consultant to reassess Design District structuring, whether by business category or location/boundaries, to include more businesses in the BID and increase membership, and therefore increase revenue.
 - Gen & Greg sat in on presentations by four companies who have provided proposals and quotes of approximately \$20k and would like to present finalist at a future meeting.
 - **ACTION ITEM: Admin to send Doodle poll for Special Meeting on District Restructuring in the New Year with company presentations.**
 - **ACTION ITEM: Gen to email BID company proposals to Chris.**
- Ad Hoc Committee Protocols
 - The Executive Committee discussed forming additional ad hoc committees as needed to reduce time spent in BOD meetings, to provide more time during BOD meetings to brainstorm new ideas and solutions. The Ad hoc committees will then bring their ideas to the Board to vote on.

□ Protocol for formation and outreach of AdHocs is as follows:

- Suggest concept of Ad Hoc at BOD meeting & select first meeting date
- Reach out to all board members at meeting and post meeting to sign up to participate
- Make announcement to full WHDD membership to encourage participation

- Banner Discussion and Update
 - We have received a 3-year contract for \$20k a month with higher fees during special events -- World Cup, Superbowl and Olympics. Gen will begin to review it and sign as soon as possible to secure deal.
 - **ACTION ITEM: Gen and Laura Biery to report back to Board if letters of support or Board representative to Council are needed.**
 - **ACTION ITEM: Gen to add Superbowl to Banner contract.**
- Committee Reports
 - a. Executive Committee – Katherine Shadley
 - WHDD Meeting Structure and Length Discussion and Action
 - The Executive Committee recommends maintaining current 2-hour length of meetings with the intention to adjourn earlier whenever possible.
 - Previous action has been taken to shorten the meetings’ length by switching to ‘receive and file’ for some reports rather than live reports and with the creation of ad hoc meetings for longer, in-depth discussion.
 - **ACTION ITEM: Admin to send minutes earlier for additional time for Board members to complete action items and to include action items in the body of the email.**
 - Marketing RFP Update
 - Four RFP categories were created: photography, graphic design, digital media, and social media (with the latter two potentially being combined into the same category) for possibly going out to bid.
 - An event coordinator will be hired for Holidays in the District.
 - Greg and Gen sat in on the Visit WeHo RFP process to learn about best practices and bring back to WHDD.
 - Actions Needed by Board from Executive Committee Meeting

- The Executive Committee has concerns about the current social media contract, and needing to reduce the amount spent on marketing, and recommends exercising its right to terminate the SYNHERGY contract immediately.
- Caitlin makes a **Motion** to immediately terminate SYNHERGY’s contract.
 - **Seconded** by Gary
 - Motion **Carries** by unanimous vote
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- The Board has not had an opportunity to approve posts beforehand, as outlined in the contract, which has led to a misalignment with the WHDD mission.
- There is an opportunity to piggyback onto Visit West Hollywood’s potential social media vendor for a lower price and higher alignment as Visit WeHo is already imbedded in WeHo culture and activations.
- Reserves and Budget Discussion and Action
 - Board is considering moving from 12-month reserve in financials for the remainder of this fiscal year to 18-month reserve for the following fiscal year (2025-2026) to ensure the BID and Executive Director have job security incase Banner contract does not come through.
 - It is standard to have only 1/3 of the operating budget in reserve, however, post-covid there is concern to be more fiscally conservative than usual.
 - Vote is tabled to December.
 - **ACTION ITEM: Admin to add to December agenda.**
 - **ACTION ITEM: Laura to ask the City on recommendation and will report at next meeting.**

b. Holidays in the District Ad Hoc

- WHDD is partnering with AISD to host WHDD holiday party, going in on the bar cost.

- Holidays in the District budget was approved for \$25k, and at this time, has only cost \$13k.
- Still need to confirm permit for carolers.
- Save the Date should go out by the end of the week.
- Jamie, Katherine, Gary, and Marco to canvas on 11/22 to encourage business participation. Additional board members are encouraged to canvas as well.
- **ACTION ITEM: Jamie to send Holidays in the District flyer to Gary to share with businesses and to communicate businesses that he has visited so there is not any overlap.**
- c. Revenue Generation Ad Hoc
 - Did not meet this month.
 - Katherine to step down as Chair of Revenue Generation Committee and new Treasurer Chris to step in as Chair.
- d. Nominating Committee
 - Looking for nominees from: food and beverage, real estate, retail, fashion, design, and jewelry
 - Katherine to re-establish the Nomination Committee when we have 2 more board members.
 - **ACTION ITEM: All Board Members- If you have ideas for potential new board members, send them to Chris**
 - The Board would like to add an additional restaurant owner to the Board.
- e. SYNHERGY Social Media Report Received and Filed in November Agenda Packet
- **Board Comments**
 - a. Board Member headshots are going up on website in the second round of edits.
 - b. December meeting to be short and accompanied with small Board celebration.
 - Should date be shifted due to upcoming holidays?
- **Public Comments**

- a. Social media vendor, SYNHERGY and Member of the Public (Dimple Thakker)
 - Is given 10 minutes
 - Speaks of her concern of being terminated as vendor
 - Requests the packet she presented be kept as part of the BID's file for public record

□ Additional documents available upon request

- **Meeting adjourned at 6:03 PM**

- a. Caitlin makes a **Motion** to adjourn
 - **Seconded** by Chris
 - Motion **Carries** by unanimous vote

Action Items

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- **ACTION ITEM:** Admin to send Doodle poll for Special Meeting on District Restructuring in the New Year with company presentations.
- **ACTION ITEM:** Gen to email reassessment company quotes to Chris.
- **ACTION ITEM:** Gen and Laura Biery to discuss next steps on City licensing agreement and report back to Board if letters of support or Board representative to Council are needed.
- **ACTION ITEM:** Gen to add Superbowl to Banner contract.
- **ACTION ITEM:** Admin to send minutes earlier for additional time for Board members to complete action items and to include action items in the body of the emails.
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- **ACTION ITEM:** Jamie to send Holidays in the District flyer to Gary to share with businesses and to communicate businesses that he has visited so there is not any overlap.
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