

**Board Members Present:** Tobi Nierob, Paris Chong, Dimple Thakkar, Gary Trudell, Caitlin Penny, Marco Pelusi, Katherine Shadley, Christopher Klapp,

**Board Members Absent:** Craig Susser, Gulla Jonsdottir

**Management Present:** Greg Rang, Genevieve Morrill, Kristen Osborne, Nalani Santiago, John-Baptiste Godard

**City Representatives:** Taylor Coyne, Laura Biery

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

- a. Roll call conducted by Kristen Osborne. Quorum met with eight (8) board members present.

### 2) Review and Approve & Minutes – Katherine Shadley

- Review and Approve May minutes.
- Chris makes a **Motion** to approve May minutes.
  - **Seconded** by Marco
  - Motion **Carries** by unanimous vote
  - The May minutes are approved.

### 3) Approval of Financials – John-Baptiste Godard

- a. Review and Approve May Financial Report
  - At end of May,
    - In the bank: \$384,201.69
    - Total revenue: \$20,000
    - Total expenses: \$44,964
    - Net Income: \$(24,964)
  - Paris makes a **Motion** to approve April financial report
    - **Seconded** by Chris
    - Discussion ensues
    - Motion **Carries** by unanimous vote

### 4) BID Management Report

- a. Executive Director- Greg Rang
  - Attended the Mayor’s pride launch at Heart WeHo at beginning of June
  - Pride ad spend is going towards pride events in the Design District as voted on at the last meeting
    - PFLAG event at Kohler, Leica and Gracias Madre pop-ups
  - WHDD BID formally reestablished at City Council meetings

- Laura Biery has gotten Greg connected with Seta Shaghoian-Zorabian from the LAEDC, which is the LA County counterpart to the Economic Development department
  - She is assisting small businesses in the WHDD with a variety of opportunities and funding discounts available through the LAEDC, such as utility discounts and getting a brand connected to the Olympics for sponsorship
- Chris hosted the first of his more intimate WHDD conversation dinners with potential future participants on the Board/Board of Governors/general stakeholders in the West Hollywood Design District at Petrossian
  - Conversation was lively, heard a lot of feedback regarding what the Board has done in the past, what we've been doing recently, and what directions we should go in moving forward
  - Lots of engagement and interested parties willing to support volunteer-wise and sponsorship wise for future directions
  - Large interest in potentially bringing Frieze to West Hollywood as they are once again looking for a host city. However, point is made that there may be a reason Frieze changes cities often
  - Great first version of this program and continuing to do so on a quarterly or so basis, these high touch intimate settings are highly effective for the niche luxury market we want to attract
- Media Max Presentation
  - First Campaign ended at beginning of May, second campaign will continue until the beginning of August
  - First campaign goal was awareness;
    - Display reached over 320,000 users who saw an ad at least one time, click through rate increased steadily until it steadied around 0.08%.
    - Industry average CTR is 0.07-0.10% for awareness campaigns so within the metrics we are aiming for
    - Social had a little over 230,000 impressions and 17,000 clicks for 7.28% CTR which is great
  - With Campaign 2, began to run more of a contextual campaign and track foot traffic into the WHDD

- Of the 637,000 impressions since the campaign began, they are able to track that 8,000 of the people responsible for the impressions entered the Design District after seeing an ad
  - Display CPA is therefore \$0.70 per conversion
- **ACTION ITEM: Kristen to add 5-10 minutes for Dimple to discuss monetizing web traffic at the next meeting**
- b. BID Manager – Genevieve Morrill
  - Banner Program Update
    - Swing Media is hesitant to renew banner program for another year for the WHDD because of difficulties in the past, overall harder for them to sell.
    - Gen is looking to other vendors and will try to renegotiate with Swing media as well

## 5) Committee Reports

- a. Executive Committee
  - If you have recommendations for the Board of Governors, will go through the Nominating Committee and the same process for Board of Directors new members
  - Clarified some things regarding affiliate billing
  - We are at the end of the 2023-2024 fiscal year, the next meeting will have a lot of paperwork maintenance regarding the new RFP/Service Provider protocol decided at a previous meeting
    - 4 different annual contracts: Social Media, Digital Media, Photography, Graphic Design. Will create RFPs and go out to bid for those four annual contracts
    - Additionally, as a reminder, the decided on policy for any vendor is that if they are hired at a value of \$5000 or more, three (3) bids must be obtained.
    - **ACTION ITEM: BID Management to created draft RFP for review.**
  - In general, should be thinking about revenue generation. As plans for events get created, should be considering sponsorships/other ways to fund beyond the BID assessment revenue
    - Discussion is raised that we are generally spending \$350,000 annually but only bringing in \$250,000. As a result, need to be extremely budget-aware as tentpole events are planned.
    - Additionally, alternative plans for generating revenue are discussed. Point is made that one way to do these larger events would be to build their budget around planned sponsorship sales

- b. Nomination Committee- Chris Klapp
  - Slate and nomination packet including information about the new BOD members to be voted in at the July meeting and the BOD members up for re-election was included in the agenda packet
    - **ACTION ITEM: City Team to ensure Nighthawk is assessed to properly ensure all eligibility prior to July meeting**
  - Gulla and Craig both have been open to transferring from Board of Directors to the newly formed Board of Governors, further opens the number of unoccupied BOD seats
    - **ACTION ITEM: All Board Members- Continue to send any ideas for potential new BOD members to Gary. Think beauty, fashion, etc**
- c. Social Media Report
  - May was an average month for social media, LCDQ is great for B2B marketing but that means more niche so smaller numbers may be attributed to that
  - **ACTION ITEM: All Board Members- If your business or another WHDD business you hear about is doing any pride promotions, send to both Dimple to promote on the social media and to Nalani to go in the WHCC Pride Guide**
- d. DIEM Ad Hoc Committee Report-Tobi Nierob
  - While first version is intended to be getting videos, metrics, and rebuilding the brand with new generations of design experts, needs to be successfully executed to have future longevity. Would need an event coordinator with sponsorship experience, need to hire coordinator ASAP
    - Discussion of if we are ready for this. Decision is to earmark a budget today so that the RFP/bid process for a coordinator can begin, if we put bid out without interest, can reevaluate.
    - **ACTION ITEM: All Board Members- If you have event coordinators you have worked with before, particularly if they have sponsorship coordination experience, send them the DIEM Scope of work**
    - Chris makes a **motion** to earmark \$20,000 to go towards DIEM 2025. Gary **seconds** the motion. The motion **passes** unanimously.

e. Marketing/Outreach Committee Discussion

- Discussion if a standing marketing or outreach committee is necessary. Idea is floated of having the committee return with meetings on a bimonthly or quarterly basis. The point is made that the work of any of the event-specific ad hoc committees will by necessity include outreach/marketing conversation
- All budget and large action items are brought to the board. If there is something you think we need additional time to discuss and you would like to see it on the agenda, email Kristen within the Brown Act mandated time line (prior to 72 hours before the scheduled meeting) and she can add to agenda.
- **ACTION ITEM: Kristen to begin including MediaMax data in Board Packets**
- Photographer scope of work will be clarified with new RFP process at beginning of 2024-2025 Fiscal Year (in July)
- **ACTION ITEM: Gen to develop Creative Brief for Marketing items**

6) External Partner Reports

a. West Hollywood Chamber of Commerce (Genevieve Morrill)

- State of the City is June 27<sup>th</sup> from 11am-1:30pm and the Design District has 6 available seats with the sponsorship package. Greg, Gary, Katherine, and Chris all agree to be added on the guest list.
- Pride parades and our float were wonderful, thank you to WHDD for the sponsorship! Check out [wehochamber.com/WHCCPride](http://wehochamber.com/WHCCPride) to view photos from the event.

b. City of West Hollywood

- Due to previous miscommunications and lack of clarity about responsibilities/accountability for interruptions, the City and the Chamber have worked on a licensing agreement for the Banners to more specifically delegate responsibility when there are construction interruptions or other issues.
- City Council will be voting on this agreement on July 15<sup>th</sup>, need an action item by the board prior to that meeting saying that they authorize the BID manager and Chair to finalize negotiations of that licensing agreement in advance of that City Council meeting
  - Marco makes a **motion** to authorize the BID manager and the chair to finish negotiations regarding the licensing agreement with the city for the banner program. Paris **seconds** the motion. The motion **passes** unanimously.



BOARD MEETING MINUTES  
6/12/2024  
4PM-5:30PM  
Location: Leica Gallery  
8783 Beverly Blvd, West Hollywood, CA  
90069

**7) Board Comments**

- a. Dimple will be stepping down and will be submitting BID for 2024-2025 Social Media vendor contract instead.
- b. Paris is assisting in bringing back PhotoLA and there are sponsorship and vendor opportunities available as part of that event
  - **ACTION ITEM: All Board Members-Review the PhotoLA Deck sent out by Kristen after the BOD meeting and let Paris know if you are interested in your business participating.**

**Meeting adjourned at 5:52 PM**

### Action Items

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