

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

**Board Members Absent:** Craig Susser, Katherine Shadley,

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

**Partner Organizations:** **Synhergy** – Dimple Thakkar  
**City of WeHo Staff** – Laura Biery, Taylor Coyne

**Guest:**

**1) Call to Order 4:08 PM – Caitlin Penny (Vice Chair)**

- a. Roll call conducted by Kristen Osborne. Quorum met with seven (7) board members present.

**2) Chair Report – Caitlin Penny (Vice Chair)**

- a. Review and Approve June minutes.
  - Marco makes a **Motion** to approve June minutes.
    - **Seconded** by Gulla
    - Motion **Carries** by unanimous vote
    - The June minutes are approved.
- b. 2024-2025 BOD Election Discussion and Action
  - Slate has new pending board members Evan Thomas from La Peer Hotel and Andrea Bastug from Hamilton-Selway Fine Art up for election for a one-year term
    - Gary makes a **motion** to elect Evan Thomas and Andrea Bastug to the West Hollywood Design District Board of Directors for a one-year term. Marco **seconds** the motion. The motion **passes** unanimously, Andrea and Evan are elected to the board.
  - Slate also has returning board members up for re-election for two-year terms
    - Craig and Gulla have made the decision to move to Board of Governors instead of Board of Directors, vacating their seats
    - Caitlin Penny, Tobi Nierob, Paris Chong, Marco Pelusi, and Gary Trudell are up for re-election for two year terms.
    - Chris makes a **motion** to re-elect the five board members who are up for re-election and not transitioning to the Board of Governors. Gulla **seconds** the motion. The motion **passes** unanimously.
  - We continue to have vacancies; we have two open seats for one-year terms and three open seats for two-year terms.
  - In addition to Craig and Gulla, the Board of Governors is also set to contain Mary Ta, Tom Kiely, and Chris Bonbright.

- **ACTION ITEM: All Board Members- If you have any ideas for potential board members, send referrals to the Nominating Committee (Tobi, Chris and Gary)**

c. Swearing In Ceremony

- Laura Biery conducted the Swearing In ceremony for new BOD members Andrea and Evan.

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

a. Review and Approve June Financial Report

- At end of June,
  - In the bank: \$354,159.69
  - Total revenue: \$20,000
  - Total expenses: \$
  - Net Income: \$(24,964)
- Gary makes a **Motion** to approve June financial report
  - **Seconded** by Chris
  - Motion **Carries** by unanimous vote

b. Insurance Discussion

- Moving WHDD to be insured separately from the Chamber, managed to find a quote for \$2k/annually so finalizing details of that option. Will have more solid update at August’s meeting

## 3) BID Management Report

a. Executive Director- Greg Rang

- Wayfinding Signage Discussion
  - Tobi has been talking to Greg and Gen about how to approach the city about Wayfinding signage at the entrance to West Hollywood near Doheny.
    - Previous projects called “Gateway Signage” run into issues with the City, other BIDs have had progress stalled. Hoping that “Wayfinding Signage” will help separate this vision from previous attempts
    - Possibly would make sense to work with the Sunset Strip BID as they have been wanting something similar
  - Tobi put together a proposal for how to begin the discussion with the city which is available in the agenda packet. Next steps would be to build community support and begin discussing with the city what possible options for this project could look like.

- MediaMax Additional Spend Discussion
  - Since beginning of May, MediaMax has reached 326,712 individual users
    - As a contextual campaign, they're able to then track foot traffic into the WHDD. 23,754 foot traffic conversions to date
  - Campaign was for three months (May 7-August 7) so is set to expire at the beginning of next month
    - 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.
    - Asking for a motion to extend the campaign from August 7-September 7 for \$4999.
    - Caitlin makes a **motion** to extend the MediaMax ad spend an additional month for \$4999. Gary **seconds** the motion. The motion **passes unanimously**.
  - Monetization of Web Traffic Discussion and Action
    - Dimple's company Synhergy also helps set up revenue share opportunities through Google analytics
    - Google's ad network is essentially a matchmaker for ads, companies pay Google to get their ad onto relevant websites and if they show on our website, we get some of the revenue share
      - With our current metrics, estimate that we could make \$5400 annually
        - If we were to go forward with this plan, the strategy for social media would be further optimized for web clicks which in turn would create more impressions and, in turn, more revenue
      - With a certain threshold, can reach the premium tier and get the best possible/most coveted advertisers
    - Board discussion focuses on how we would ensure that the appropriate brands get ads and that we are not deluged with ads that don't match the branding.
    - The board decides that while there is interest in something like this in the future, they would like to continue developing phase II of the website to see if that increases traffic and to take more time to consider the pros and cons of a feature like this

- Discussion of the potential for ad space for businesses that are relevant but not located within the district potentially driving business away from District locations.
- Aspire Presentation Discussion and Action
  - Aspire Magazine would like to help us to put on a version of DIEM (Design Intersects Everything Made)
    - Utilizing 2-3 showrooms in the West Hollywood Design District, highlighting past, present, & future of collectible design
    - Target audience would be the design professionals, industry stakeholders, design enthusiasts, and media personnel
    - Concludes with a closing VIP networking party
  - Budget from us would be 50k, at last meeting we already earmarked \$25,000 of the funding previously marked for the 75 year anniversary for DIEM. This plan would take an additional \$25,000, meaning we commit to \$50,000 spend. The additional funding would come from sponsorship from related businesses, to be largely coordinated by the Aspire team, including hopefully an additional \$50,000 from Visit West Hollywood
  - Flexibility with the date, thinking end of February/beginning of March 2025
  - Chris makes a **motion** to earmark an additional \$25,000 for Aspire to produce a DIEM-type event, contingent on additional funding to be raised by Aspire. Tobi **seconds** the motion. The motion **passes unanimously**, an additional \$25,000 has been earmarked for Aspire to produce DIEM.
- b. BID Manager – Genevieve Morrill
  - Code of Conduct Review
    - As a reminder, the code of conduct requires everyone to treat each other with respect, not use one’s role on the board for financial or other personal gain, and to respect the attendance policy which states no more than three meetings may be missed in a year. As a reminder, please let BID management know of any absences from meetings as early as possible
    - **ACTION ITEM: All Board Members- If you did not sign and return a Code of Conduct form at July’s meeting, please scan and email a copy to Kristen ASAP**
    - **ACTION ITEM: Gen to share the Board Manual with all BOD members**
  - Draft RFP Review
    - Drafts of the RFPs for the annual vendor contracts are in the agenda packet, at the Executive Committee meeting decided that they will have an

Ad Hoc meeting to refine and standardize the RFPs. The cleaned up versions will be available for approval at the August meeting

➤ **ACTION ITEM: Executive Committee to have Ad Hoc RFP meeting**

- Banner Program Update
  - Banner Program has been extended til the end of the year, licensing agreement from city will come soon which should help with negotiation
  - Have learned that the problems usually lie with the installation subcontractor rather than from the media company or from the city, identifying the source of the hiccups should hopefully help lessen them in the future

#### 4) Committee Reports

##### a. Executive Committee

- EIN Update
  - Have decided to move forward with the process of the WHDD getting its own EIN Number
- Beverly Center Affiliate Discussion
  - In talks with Beverly Center to become affiliate members. Rather than them providing a check for the affiliate costs, in talks to put WHDD ads internally (in the mall, the elevator)
  - Boards asks if we can renegotiate with them to potentially get advertising on the external billboards as well
    - Typically a benchmark for trades is that the value of the trade should be 4x the monetary value of the membership
    - Will have an action item next month to formalize the trade agreement and their affiliate status

##### b. Social Media Report

- Pride specific spending was highly effective and performed excellently, new engagement records in all categories
- In DMs, getting some higher profile interactions that Dimple is helping to facilitate, helping to effectively communicate the Design District's mission

#### 5) External Partner Reports

##### a. West Hollywood Chamber of Commerce

- Thank you to the WHDD for the State of the City sponsorship and thank you to everyone who was able to attend the event!

##### b. City of West Hollywood

- New fiscal year means that the billing is to go out to assessed businesses shortly

- With billing, the city is sending a QR code to assist in contact information collection
  - Hope is that this will help to explain purpose of assessment fee
- Sustainable Works Presentation (Tamsyn Hunnewell)
  - Sustainable Works is a green business program partnering with the City of West Hollywood to help small businesses with the process of becoming a green business
    - Green businesses who meet certain requirements towards being green and sustainable get added to the Green Business Directory which can provide a promotional boost.
    - Sustainable Works can help businesses get to a place where they meet enough requirements to be added to the guide
    - Additional elements of the program include rebate opportunities from the city and connection to green resources such as recommended products, suppliers, etc.
    - **ACTION ITEM: All Board Members- If you would like additional information regarding Sustainable Works and what it can do for businesses, email [tamsyn.hunnewell@sustainableworks.org](mailto:tamsyn.hunnewell@sustainableworks.org)**

## 6) Board Comments

Meeting adjourned at 5:52 PM



BOARD MEETING MINUTES

7/17/2024

4PM-6PM

Location: La Peer Hotel  
627 N La Peer Dr, West Hollywood, CA  
90069

#### Action Items

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- **ACTION ITEM: Gen to share the Board Manual with all BOD members**
- **ACTION ITEM: Executive Committee to have Ad Hoc RFP meeting**
- **ACTION ITEM: All Board Members- If you would like additional information regarding Sustainable Works and what it can do for businesses, email [tamsyn.hunnewell@sustainableworks.org](mailto:tamsyn.hunnewell@sustainableworks.org)**