

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

Board Members Absent: Tobi Nierob, Caitlin Penny

Board of Governors Present: Jeff Morris

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

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

Guests: Clementine Todorov, Jordan Cockeram, Aaron Marcott, Rachel Schmeidler, Alyssa Trudell

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

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

Chair Report – Katherine Shadley (Chair)

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

2) Approval of Financials – John-Baptiste Godard

- a. Review and Approve July Financial Report
 - At end of July,
 - In the bank: \$356,234.95
 - Total revenue: \$20,000
 - Total expenses: \$27,749
 - Net Income: \$(7,749)
 - Andrea makes a **Motion** to approve July financial report
 - **Seconded** by Evan
 - Motion **Carries** by unanimous vote
- b. Insurance Update
 - Previously, the Design District was insured under the larger umbrella of the Chamber’s insurance. As discussed in July, we have been pursuing independent insurance for both BIDs so that they are not liable to each other or the chamber but all have independent liabilities.
 - We were able to get a policy for \$356 annually for the WHDD

3) External Partner Reports

a. City of West Hollywood

▪ City Arts Project Discussion (Marcus Mitchell and Rebecca Ehemann)

➤ Olympics Community Engagement project

- City has hired an engagement consultant to guide the community and will lead a visioning session to dream of an art project during that Olympic period.
- Focus periods will be the two weeks prior to the Olympics, the two weeks between the Olympics and the Paralympics, and the month or so after the Olympics.
- In the planning stages with the consultant and then they will begin community outreach next month. This will include listening sessions with community to see ideas of what kind of art would be desired for that

➤ 40th Anniversary Special Projects

- 40th Anniversary of West Hollywood is coming up on November 29th, 2024
- Will have a whole series of 40th anniversary events, including Art in Odd Places
- Art in Odd Places by Ed Woodham
 - A citywide art festival that is in active consulting, negotiating with the city to see if they can get some funding for that program.
 - The aim is to bring visual and performance art to unexpected places in the city
 - Aim for the actual event is to take place in June 2025, Ed Woodham will be here the week of September 23rd for two creative workshops open to the public
 - Actual demonstration in June will consist of a funky, public performance art activation in “odd” places in three different locations across West Hollywood including the WHDD
- City Hall will also be getting a new mural, after a formalized artist search, they’ve selected Timothy Smith whose work will be a tribute to three drag performers who have helped make West Hollywood special, including Drag Laureate winner Pickles

- Body Politic by Nancy Baker Cahill to come to billboards across West Hollywood as part of the pre-existing public arts requirement (10.5 minutes or 17% of the hour on digital billboards is determined by the city; both for public art and for PSAs)
 - Starting in October, two billboards (8743 and 8775 Sunset, near the Bullwinkle statue) will have an augmented reality art project that can be activated through visitors personal devices
 - The project will focus on human rights, allowing visitors to vote from multiple choices on which right is most important to them. As more people vote, the augmented reality visuals will change to reflect the responses
 - Have hired a publicist to assist in promoting this, anticipating that it will be a success and ideally drive art-motivated tourism
- Additional mural opportunities for businesses and information about how to tap into those opportunities is available on the [West Hollywood website](#).
 - Also available [is a list of approved muralists](#) from the city. Those interested in adding a mural to their business can browse through the pre-approved artists to find an art style that matches their vision
 - The murals need to be artistic in purpose and cannot include components that can be interpreted as commercial signage.
- The primary point of contact for many of these projects is Public Art Administrator Marcus Mitchell, who can be reached mmitchell@weho.org.
- Economic Development (Laura Biery)
 - The city is continuing to conduct the focus group interviews for the economic study. Next week, holding a focus group for health and wellness businesses. If you have not yet participated in one of those study groups, reach out to business@weho.org for information about upcoming sessions.
 - On Thursday, BID invoices will be sent out to the Design District. As a reminder, Laura brought the option to change the billing schedule to the board and the board voted against it to the schedule is the same as in previous years.
- b. West Hollywood Chamber of Commerce
 - Chamber has been engaging in advocacy, keeping track of two related ballot measure that voters will decide on in November. One is a county tax, called Measure A, which evolves the Measure H tax into one with hopefully more transparency and accountability. However, this would cause a tax increase when Measure H sunsets in 2027. The Chamber board voted to oppose Measure A. However, the city of West Hollywood has a general tax measure also on the ballot in November. This measure is

intended to ensure that if Measure A fails and Measure H sunsets in 2027 and another agency attempts to utilize that revenue, they will not be able to claim to it because this measure will preemptively claim it for the city of West Hollywood

- Initially, the general tax measure in West Hollywood did not have a guarantee that there would not be a tax increase if both this bill and Measure A passed. However, due to advocacy efforts at our July First Friday meeting, the city was responsive to our feedback and altered the measure to only be enacted if Measure H is to sunset in 2027 and another agency tries to claim that revenue for themselves
- Additionally, the bill AB1775 is currently making its way through the legislature. This is a bill we greatly support. The state cannabis laws don't allow for food and beverage to be sold in the same location as cannabis, this legislation works to allow cannabis lounges a pathway to success.

4) BID Management Report

a. Executive Director- Greg Rang

- Holidays in the District Discussion and Action
 - The ad-hoc committee will begin meeting soon
 - Evan, Gary, Dimple, and Katherine all volunteer to participate in the Holidays in the District ad hoc committee
 - There is some discussion of what the necessary budget is to execute this properly
 - Banners are \$16,000 to rent for the timeframe we'd like
 - Prizes for holiday window display contest winners
 - Budget for soiree event where winners are announced
 - Can have two winners; one chosen by judges and one chosen by visitors to the District
 - Evan makes a **motion** to approve a \$25,000 budget for the 2024 Holidays in the District event. Chris **seconds** the motion. The motion **passes unanimously**, the budget for Holidays in the District is \$25,000.
- Revenue Generation Ad Hoc Committee
 - The executive committee has identified the need for a group dedicated to discussing both how to maximize all current revenue streams and how to begin to create new revenue streams.
 - Current streams of revenue: banners, affiliate program, assessment fees, event sponsorship
 - Initial additional revenue stream ideas that are brought up include revisiting the digital ad idea from the July meeting, selling ad space on maps, etc.

- CurateLA has a map they've monetized that might be worth using as example
- Makeup of the committee will have Chris, Marco, Dimple, Gen, possibly some others.
 - **ACTION ITEM: If you know anyone in the WHDD community who is not a board member who might be interested in participating on either committee, let Kristen and Katherine know.**
 - Chris makes a **motion** to create a revenue generation ad hoc committee to identify new methods of creating revenue and promote all existing forms of revenue generation. Marco **seconds** the motion. The motion **passes unanimously**.
 - **ACTION ITEM: Katherine and BID management team to work on getting Doodle polls to schedule the first meeting for both ad hoc committees**
- ArtWalk Discussion
 - The West Hollywood Design District art walk is scheduled for September 14th. Various galleries throughout the Design District (and a few outside of the District but within West Hollywood) will have programming and other activations from 3pm-8pm that day
 - Full map of galleries can be found here:
<https://www.westhollywooddesigndistrict.com/whdd-artwalk/>
 - Three weeks of digital promotion prior to the event
 - The date is set to immediately be followed by the launch date of the Getty Museum's PST ART: Art & Science Collide on September 15, 2024
 - Hoping to take advantage of art and design professionals who will be visiting Los Angeles that weekend for the Getty event
 - Opening party at Leica, closing party at Hamilton-Selway. Many other activations and events in between!
 - **ACTION ITEM: All Board Members- Send the invitation to the ArtWalk to your network**
 - Discussion of Dimple creating an app for the Design District
 - Sent to Greg a hosting link that models what the app would look like. Vision for utilization at this event include a Wayfinder, the ability to view the schedule of the ArtWalk events easily, push notification capabilities to alert app users of specific events and locations to attend, and a community function with the ability to share pictures and communicate with other attendees

- Cost would be not large, Dimple would donate a significant amount of the costs. App would live on the Apple and Google stores
- A bare bones version might be ready to beta test by the ArtWalk
 - Realistically, will likely take a while to get audience built up to a large enough point to be effective. However, apps can be helpful
 - Discussion that perhaps both the BOD and Art Walk participants can be amongst the first to beta test during this event, perhaps further formalize for later events
- DIEM Update
 - No longer called DIEM, will be called Design West Hollywood
 - Can start informally using trademark with that so that there is first use proof
 - **ACTION ITEM: Kristen to ensure Design West Hollywood is on the September Executive Committee agenda**
- MediaMax Additional Spend Discussion
 - Initial campaign was for three months (May 7-August 7) so was set to expire at the beginning of this month. At July meeting, 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.
 - Since May 7, we have had 1.7 million impressions with 38,000 proven foot traffic visits. That means 38,000 people saw a WHDD ad and subsequently stepped foot into the Design District borders.
 - RFPs are continuing to be finalized, asking for a motion to extend the campaign from September 7-October 7 for \$4999.
 - Chris makes a **motion** to extend the MediaMax ad spend an additional month for \$4999. Gary **seconds** the motion. The motion **passes unanimously**.
- b. BID Manager – Genevieve Morrill
 - Banner Update
 - The former three-year agreement with Swing Media was set to end at the end of the 2023-2024 fiscal year. The process of renegotiating the banner agreement has been a bit contentious; they are extremely unhappy with a number of conditions relating to the banner program as a whole and the Design District banners specifically.

- One challenge is the trees on Beverly and Robertson. Other administrative challenges that have come from changes in permitting process are being addressed through new licensing agreement with the city (to be finalized ASAP), including a flow chart making responsibilities and accountability more transparent, but they are still frustrated and struggling to see the value
- For now, they only want to extend for a year at \$10,000 monthly for the banners on Melrose only.
 - Gen is continuing to negotiate, reach out to other possible companies, etc but interest is difficult, it is a specifically challenging thing to sell with all the new processes and the limit of how much of the banner itself can go to creative
 - Ideas are raised of reaching out to the World Cup, Super Bowl, and LA28 to offer long term banner usage for a fixed rate
 - Additional banner solutions and ideas for either regenerating the previous amount of revenue or replacement methods of revenue may be project for the newly formed revenue generation committee
- Revenue Generation Committee could meet with Swing media to discuss collaboration for selling the ads and possible paths forward
- **ACTION ITEM: Kristen to add a continued conversation about the banners to the September WHDD BOD agenda**

5) Committee Reports

- a. Executive Committee – Katherine Shadley
 - Executive Committee met earlier in the week to continue finalizing the RFPs,
 - **ACTION ITEM: Kristen to add RFP approval action to the September WHDD BOD agenda**
 - Nomination Committee did not meet in August to help facilitate onboarding of new people before continuing to add new members, but will meet in September
 - Wayfinding signage continues to be discussed, no immediate updates but that project is continuing to move forward
- b. Social Media Report – Dimple Thakkar
 - Be sure to tag @wehodesigndistrict when you post content!
 - Currently, only \$500/month on targeted ad spend. With holidays approaching may want to consider adding additional ad spend; inflation has affected ad spend too!
 - **ACTION ITEM: Kristen to add additional social ad spend action to September agenda**

6) Board Comments

7) Public Comments

a. Jeff Morris- Visit West Hollywood

- September is Mind and Body Month, go to <https://wehowellness.com> to view special events and promotions that are active throughout the month!
 - If interested in participating, learn more at <https://wehowellness.com/participate/>
 - September 21 is WeHo Wellness Day
- WeHo Loves Local program continues! Find all current promotions at <https://www.weholocals.com/> and submit your promotions to <https://www.weholocals.com/start>

Meeting adjourned at 5:52 PM

Action Items

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- **ACTION ITEM:** Kristen to add additional social ad spend action to September agenda