



EXECUTIVE/FINANCE COMMITTEE MEETING AGENDA

January 15, 2025

3:00pm-4:00pm

Kimpton La Peer

627La Peer Dr, West Hollywood, CA 90069

- MediaMax
- Chair Discussion
- Vice Chair Discussion
- Structure for EC Meetings vs Board
- 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, January 15th, 2025
BID Meeting: 4:00PM-6:00PM

- 1. CALL TO ORDER/CHAIR REPORT- Caitlin Penny (Chair) 4:00 PM**
 - a. Self-Introductions/Roll Call (Andrea Entz)
 - b. Board Comments on Agenda
 - c. **Review of December Minutes – Discussion and Action**
 - e. **Chair Discussion and Action**
 - f. **Vice Chair Discussion and Action**
 - g. Outlook 2025 Programming and Scope
 - h. Committee Review

- 2. FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard 4:20 PM**
 - a. Review & Approve December Financial Report
 - b. Annual Report Budget Review

- 3. BID MANAGEMENT REPORT 4:30 PM**
 - a. Executive Director Report (Greg Rang)
 - Receive and File
 - Newsletters and Community Updates
 - Ballantine’s PR
 - b. BID Manager (Genevieve Morrill)
 - Best Practices and Policies
 - Banner Update
 - RFPS to Activate – Call to Action
 - BID Consulting Firm Scheduling Discussion

- 4. EXTERNAL PARTNER REPORTS 5:10 PM**
 - a. City of West Hollywood (Laura Biery)
 - b. West Hollywood Chamber of Commerce (Genevieve Morrill)

- 5. COMMITTEE REPORTS 5:30 PM**
 - a. Executive Committee Report
 - **MediaMax Discussion and Action**

- 6. BOARD MEMBER COMMENTS 5:40 PM**

- 7. PUBLIC COMMENTS 5:50 PM**

- 8. ADJOURNMENT OF BOARD MEETING 6:00 PM**

NEXT MEETING: February 19th, 2025