



EXECUTIVE/FINANCE COMMITTEE SPECIAL MEETING AGENDA

February 19, 2025

1:00pm-2:00pm

Kimpton La Peer

627 La Peer Dr, West Hollywood, CA 90069

- MediaMax
- Design WeHo Discussion and Action
- LCDQ Discussion and Action
- Beverly Press Discussion and Action
- Public Comment



BID BOD SPECIAL MEETING – AGENDA

Wednesday, February 19th, 2025

Location Name: Kimpton La Peer Hotel (Conference Room)

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

BID Special Meeting: 2:00PM to 4:00PM

- 1. CALL TO ORDER – Caitlin Penny (Chair) 4:00 PM**
 - a. Self-Introductions/Roll Call (Andrea Entz)
 - b. Board Comments on Agenda
 - c. **Review of January Minutes – Discussion and Action**

- 2. PUBLIC COMMENTS 4:10 PM**

- 3. CHAIR REPORT – Caitlin Penny (Chair) 4:20 PM**
 - a. Action Items (review from prior month)

- 4. FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard 4:40 PM**
 - a. **January Financial Report – Review and Approve**

- 5. EXTERNAL PARTNER REPORTS 4:50 PM**
 - a. City of West Hollywood (Laura Biery)
 - Street Pole Banner Policy/License Agreement Update
 - LA Marathon – March 16
 - WeHo Pride – May 30 – June 1
 - BID Management RFP
 - b. West Hollywood Chamber of Commerce (Genevieve Morrill)
 - **Pride Sponsorship Discussion and Action**

- 6. BID MANAGEMENT REPORT 5:00 PM**
 - a. Executive Director Report (Greg Rang)
 - Receive and File
 - Community Updates
 - Newsletter Programming for next month
 - **MediaMax Discussion and Action**
 - **Design WeHo Discussion and Action**
 - **LCDQ (Design LA) Discussion and Action**
 - **Beverly Press Discussion and Action**
 - ArtWalk
 - Website Update
 - Social Media Update

 - b. BID Manager (Genevieve Morrill)
 - Banner Report

- Updated Board of Governors and Affiliate Outreach Template Letter

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| 7. COMMITTEE REPORTS | 5:20 PM |
| a. Executive Committee Report (Caitlin Penny) | |
| b. Nominations Committee Report (Gary) | |
| • Presentation of CV and Letter of Intent for Meghan Keane,
The Butcher's Daughter | |
| • Discussion and Action | |
| c. Holidays (TBD) | |
| 8. BOARD MEMBER COMMENTS | 5:50 PM |
| 9. PUBLIC COMMENTS | 5:55 PM |
| 10. ADJOURNMENT OF BOARD MEETING | 6:00 PM |

NEXT MEETING: March 19, 2025