

Board Members Present: Caitlin Penny, Paris Chong, Gary Trudell, Marco Pelusi, Christopher Klapp, Tobi Nierob

Board Members Absent: Andrea Bastug

Management Present: Greg Rang, Genevieve Morrill, Nalani Santiago (via Zoom), Andrea Entz, John-Baptiste Godard, Jamie Wilson

Partner Organizations: **City of WeHo Staff** – Laura D’Ambrosia, Paolo Kespradit

Ballantines PR – Sarah Robarts, Karli Webster

Guests: Meghan Keane (Butcher’s Daughter)

- **Call to Order 2:00 PM – Caitlin Penny (Chair)**

- a. Roll call conducted by Andrea Entz. Quorum met with six (6) board members present.

- b. Review and Approve January minutes.

- Gary makes a **Motion** to approve January minutes.

- **Seconded** by Chris

- Marco **abstains** due to absence

- Motion **Carries** by unanimous vote

- The January minutes are approved

- **Chair Report – Caitlin Penny (Chair)**

- a. Action Items Review

- Gen and Greg touched base on how WHDD can support Eat + Drink WeHo. Greg provided Gen with additional restaurant contact information.

- **ACTION ITEM: Greg to create one page of WHDD restaurants that provide catering.**

- Gen and the Board wrote letters of support to City Council for the banner agreement.

- Greg looked into the possibility of adding digital media buying to the Ballantines package, however, this is not a service they provide.

- **ACTION ITEM: Board to send recommendations for digital media, photography, and graphic design RFPs.**

- Andrea and Caitlin connected on changes to agenda including moving the public comment section to the beginning and moving affiliate reports earlier in the meeting. Gen recommended including an additional public comment section at the end.

- Andrea shared a calendar invite with the Board for Design WeHo and created a DoLA account to share WHDD events.

- Gary contacted Kelsey as a potential sponsor, but it was not fruitful.

- **ACTION ITEM: Gen to send updated Board of Governors and affiliate member template letters to Board.**

- **Financial Report – John-Baptiste Godard**

- a. Review and Approve Financial Report

- At the end of January,
 - In the bank: \$302,641.84
 - Total revenue: \$20,000
 - Total expenses: \$28,354
 - Net Income: \$ (8,354)
 - **ACTION ITEM: JB to include the last four (4) months of profit and loss on the financial reports going forward.**
 - Board members inquired about the possibility to place funds in a growth account, however, this is not the best practice of BIDs.
 - The budget will be revisited for the Annual Report which is due April 15th.
 - Marco makes a **Motion** to approve January financial report.
 - **Seconded** by Paris
 - Motion **Carries** by unanimous vote

- **EXTERNAL PARTNER REPORTS**

- a. City of West Hollywood (Laura D’Ambrosia and Paolo Kespradit)

- Street Pole Banner Policy/License Agreement Update
 - The agreement was approved for both BIDs.
 - City Council Update
 - WeHo Loves Locals
 - The City Council approved expanding this program to stimulate business in West Hollywood following the fires. The City will provide gift cards to spend at participating businesses in West Hollywood with the purchase of an initial gift card.
 - Details of the program are in process including which gift card company to partner with and how much money to put on the gift cards.
 - City Council approved waiving up to \$5,000 of fees for WHDD Design WeHo.
 - LA Marathon – March 16
 - There will be various street closures on March 16th for the LA Marathon.
 - WeHo Pride – May 30-June 1
 - Applications are open for community booths and floats. They are due April 15th.
 - Collections Update
 - 52% of assessment fees have been paid by WHDD businesses amounting to \$77,020 which is an improvement from the last meeting. A check is on its way to WHDD for \$2,330.
 - A second letter was sent to businesses with outstanding invoices on February 15th and businesses will be sent to collections in April.

- WHDD does not want to administer collections, however, they would be willing to gently inquire with businesses on best contact information, ask if they have received the letter, or answer any questions they have.
- **ACTION ITEM: Andrea to add collections update to all future agendas.**
- **ACTION ITEM: Paolo to send Greg, Caitlin, and Gen the list of delinquent businesses.**
- The databases of businesses may need to be cleaned up with an audit.
- It may be helpful to investigate which businesses haven't paid for multiple years because there may be a particular reason for the lack of payment.
- **ACTION ITEM: Greg to send Laura D'Ambrosia the current list of WHDD businesses and Laura will create a master spreadsheet.**
- **ACTION ITEM: Caitlin and Greg to connect on messaging to delinquent businesses.**
- BID Management RFP
 - The City is reopening the BID management RFP for WHDD and SSBID the first week of March.
 - The Board would like to note that Gen and WHCC have done extraordinary things to support the board by creating substantial revenue and action that were not in place before they became the BID manager.
 - The Chair and Vice-Chair will sit in on the RFP panel to make a recommendation to City Council and City Council will make the final decision.
- b. West Hollywood Chamber of Commerce (Genevieve Morrill)
 - Pride Sponsorship Discussion and Action
 - There is \$24,000 in the WHDD budget allocated for sponsorship.
 - Marco **moves** to contribute \$3,500 to the WHCC Pride float for the Supporter Sponsor level.
 - **Seconded** by Gary
 - Motion **carries** by unanimous vote.
 - WHDD will sponsor the WHCC Pride float at the \$3,500 level.
 - A ribbon cutting is in the works for the 20th anniversary of Marco Pelusi's salon.
 - **ACTION ITEM: Jamie to send graphic and copy to Greg when available to include in WHDD newsletter.**

- **BID Management Report**

- a. Executive Director Report (Greg Rang)

- There have been a few new businesses opening in WHDD including Hale Bob, GUESS, and Be Kind Studios.
 - MediaMax Discussion and Action
 - The Executive Committee recommends removing the foot traffic metric from the MediaMax package and instead focusing all funds on ads through March into the first week of April.
 - Caitlin **moves** to approve \$4,999 spend for MediaMax through the first week of April.
 - **Seconded** by Chris
 - Motion **carries** by unanimous vote.
 - Design WeHo Discussion and Action
 - The Executive Committee would like to purchase 225 window clings to promote Design WeHo for \$1,200 (including tax and shipping)
 - Chris **moves** to approve \$1,200 for window clings.
 - **Seconded** by Marco.
 - Motion **carries** by unanimous vote.
 - LCDQ Discussion and Action
 - Design LA would like to collaborate to cross-promote Design LA and Design WeHo.
 - **ACTION ITEM: Caitlin and Greg to send Design LA deck to Board.**
 - Beverly Press Discussion and Action
 - There was potential to run ads in Beverly Press, however the Executive Committee will not move forward with this.
 - Greg did purchase a banner takeover on their website to run through ArtWalk.
 - ArtWalk is today!
 - Ken Fulk is in town for ArtWalk. Greg highly encourages you to take a visit to his store.
 - A new map has been printed and circulated.
 - Most of the businesses included are in WHDD except for a few. Starting next year, if non-WHDD businesses would like to be included, they will need to become affiliate members.
 - **ACTION ITEM: Andrea to add Pride to March agenda per Greg.**

- Website Update
 - WHDD gave a few free ads to WHDD businesses on the website.
 - There is also a new search bar in the directory function which should streamline use.
 - A Captcha has been added to the contact form which has drastically reduced spam.
 - **ACTION ITEM: Andrea to add discussion on website advertising for WHDD businesses and affiliates to next agenda. (Revisit affiliate benefits package.)**
- Social Media Update
 - Welcome Sarah Roberts and Karli Webster from Ballantines. Karli will be the WHDD representative going forward.
 - Ballantines is looking to transition from a sales-focused to a narrative-focused social media voice for WHDD which tends to fare better on Instagram.

b. BID Manager Report (Genevieve Morrill)

- The Banner License agreement was approved by the city for the next three (3) years which will be essential for WHDD funding.
- Eat + Drink WeHo
 - The program is expanding from a week to a month long. Rather than only promoting participating restaurants, the promotion will focus on all bars and eateries of West Hollywood and will donate to Restaurant Cares, a grant program for restaurants and their employees following the fires.

• **Committee Reports**

a. Nominations Committee Report (Gary)

- The committee recommends Meghan Keane, Director of Operations at The Butcher's Daughter, to join the board.
 - Caitlin **moves** to approve Meghan Keane as a member of the West Hollywood Design District Board of Directors.
 - **Seconded** by Marco.
 - Motion **carries** by unanimous vote.
 - Meghan Keane is now a member of the WHDD BOD.
- **ACTION ITEM: Andrea to add Meghan to rosters and calendar invites.**
- **ACTION ITEM: Andrea to add swearing in by the City to the March agenda.**



- **Board Comments**
 - a. Gen received an email from Swing media requesting to use the Banners for December. After discussing with Greg, it is important to sell the Banners during the holidays rather than using them for WHDD programming as in 2024. More to come at future meetings.
 - b. **ACTION ITEM: Greg to work with Ballantines and Gen on value ad proposition for Swing.**

- **Meeting adjourned at 3:37**
 - a. Caitlin makes a **Motion** to adjourn
 - **Seconded** by Gary
 - Motion **Carries** by unanimous vote

ACTION ITEMS

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- **ACTION ITEM: Board to send recommendations for digital media, photography, and graphic design RFPs.**
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