

Visit West Hollywood
Board of Directors Meeting
September 17, 2014 – 12:00pm
Pacific Design Center, Conference Room B259

AGENDA

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|---|------------------------------------|
| I. Call to Order/Chair's Report | Chris Bonbright
12:00pm-12:05PM |
| II. Meeting Minutes | Mike Perdigao
12:05pm-12:10pm |
| 1. July 16, 2014 meeting minutes | |
| III. Financial Reports | Lin Schatz
12:10pm-12:20pm |
| 1. May 2014 | |
| 2. June 2014 | |
| 3. Final Revenue Figures FY 2013-2014 | |
| A. Carry Over | |
| 4. Annual Financial Audit | |
| IV. CEO Report | Brad Burlingame
12:20pm-1:05pm |
| 1. Hotel Performance Update | |
| 2. Visit West Hollywood Program Highlight Video | |
| 3. New Travel Guide | |
| 4. I Am West Hollywood Program Launch | |
| 5. Identity/Communications Update | |
| A. Retained Press Cabinet firm for development
of various print collateral | |
| 6. Digital Marketing Update | |
| 7. Strategic Plan Follow-Up | |
| A. Coraggio Group retained | |
| 8. Los Angeles Area Client Event | |
| A. Gracias Madre, November 12th | |
| V. New Business | |
| 1. None | |
| VI. Unfinished Business | |
| 1. None | |
| VII. Board Member Comments | 1:05pm-1:10pm |
| VIII. Community Comments | 1:10pm-1:15pm |
| IX. Adjournment | 1:15pm |

By action of the board, materials will be distributed electronically to the Visit West Hollywood board within 72 hours of the Visit West Hollywood Board of Directors meeting. Materials are available for public inspection immediately upon distribution at Visit West Hollywood at 8687 Melrose Avenue, Suite M60, West Hollywood, CA 90069 during normal business hours. A hard copy will also be available for inspection during the Visit West Hollywood meeting in PDC Conference Room B259.