

Visit West Hollywood
Board of Directors Meeting
January 21, 2015 – 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. December 2, 2014 meeting minutes | |
| III. Financial Reports | Lin Schatz
12:10pm-12:20pm |
| 1. October 2014 | |
| IV. CEO Report | Brad Burlingame
12:20pm-12:50pm |
| 1. Hotel Performance Update | |
| 2. Update – VP of Operations & Strategic Planning | |
| 3. Destination Development Plan | |
| 4. Research Update | |
| 5. Destination Marketing Accreditation Program | |
| V. New Business | Laura Minnich
12:50pm-1:00pm |
| 1. The PickUp Feasibility study
& Shared Economy Task Force Update | |
| VI. Unfinished Business | |
| 1. Go WeHo advertising campaign | 1:00pm-1:10pm |
| VII. Board Member Comments | 1:10pm-1:15pm |
| VIII. Community Comments | 1:15pm-1:20pm |
| IX. Adjournment | 1:20pm |

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.