

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD
MEETING AGENDA**

Tuesday, October 6, 2015 – 10:30 a.m.

Location: BOA Steakhouse

9200 Sunset Boulevard, West Hollywood

Written materials submitted to the Sunset Strip Business Improvement District Advisory Board members within 72 hours of the Sunset Strip Business Improvement District Advisory Board meeting are available for public inspection immediately upon distribution in the Arts and Economic Development Division at 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Sunset Strip Business Improvement District Advisory Board meeting at the staff liaison's table. For a complete listing of the Sunset Strip Business Improvement District Agenda, please visit www.weho.org/bids.

I. CALL TO ORDER

- A. Roll Call
- B. Approval of the Agenda
- C. Approval of the September 2, 2015 Meeting Minutes
- D. Public Comment

The public is given the opportunity to address the Advisory Board on any item within its responsibility. At the discretion of the Advisory Board, speakers may be limited to three minutes each.

II. CONSENT CALENDAR

The following routine matters can be acted upon by one motion. Individual items may be removed by the Advisory Board for separate discussion. Items removed for separate discussion will be heard following Unfinished Business Items.

A. Posting of the Agenda

The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library, and the West Hollywood Sheriff's Station.

RECOMMENDATION: Receive and file.

III. UNFINISHED BUSINESS

A. Adoption of Sunset Strip Business Improvement District Bylaws

The Board will review and consider adoption of draft bylaws for the Sunset Strip Business Improvement District.

RECOMMENDATION: Adopt Sunset Strip Business Improvement District Bylaws.

B. Website and Social Media of the Previous Advisory Board

The Board will receive an update from staff on its negotiations to acquire the website domain of www.TheSunsetStrip.com and the social media handles of @theSunsetStrip for Facebook, Twitter and Instagram.

RECOMMENDATION: Receive update and provide direction as applicable.

C. Fiscal Year 2015-2016 Budget

The Board will review and consider approval of budget modifications for the Sunset Strip Business Improvement District FY 2015-2016 Budget and Work Plan.

RECOMMENDATION: Receive and approve budget revisions.

IV. NEW BUSINESS

A. Sunset Strip Street Pole Banner Revenue

The Board will receive a presentation from staff on Sunset Strip Street Pole Banner Revenue and provide direction as applicable.

RECOMMENDATION: Receive presentation and provide direction as applicable.

B. Marketing Efforts – Visit West Hollywood

The Board will receive a presentation from Visit West Hollywood regarding current and future Visit West Hollywood marketing programs that highlight Sunset Strip businesses.

RECOMMENDATION: Receive presentation and provide direction as applicable on next steps.

V. EXCLUDED CONSENT

VI. PUBLIC COMMENT

The public is given the opportunity to address the Advisory Board on any item within its responsibility. At the discretion of the Advisory Board, speakers may be limited to three minutes each.

VII. ITEMS FROM ADVISORY BOARD MEMBERS

VIII. ITEMS FROM THE STAFF

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Board will advise staff on development of the November 2015 meeting agenda.

X. ADJOURNMENT


The Sunset Strip BID Advisory Board will adjourn to its next meeting at a date, time and location to be approved prior to adjournment of the October 6, 2015 meeting.

Sunset Strip Business Improvement District Advisory Board Meeting Agenda
October 6, 2015

AFFIDAVIT OF POSTING
State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:

Date: 10-2-15

Signature: 
Office of the City Clerk