

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

**Tuesday, November 10, 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](http://www.weho.org/bids).

**I. CALL TO ORDER**

- A. Roll Call
- B. Approval of the Agenda
- C. Approval of the October 6, 2015 Meeting Minutes
- D. Public Comment

*The public is given the opportunity to address the Board on any item within its responsibility. At the discretion of the 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 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 West Hollywood Sheriff's Station.

RECOMMENDATION: Receive and file.

**B. Block by Block Weekly Reports**

The Board will receive the Block by Block Weekly Activity Reports for the past month.

RECOMMENDATION: Receive and file.

**III. UNFINISHED BUSINESS**

**A. Sunset Strip Street Pole Banner Revenue Update**

The Board will receive an update from staff regarding Sunset Strip street pole banners.

RECOMMENDATION: Receive update and provide direction as applicable.

**B. Website and Social Media Update**

The Board will receive an update from the Chair and Vice Chair on its negotiations to acquire the website domain of [www.TheSunsetStrip.com](http://www.TheSunsetStrip.com) and the social media handles @theSunsetStrip for Facebook, Twitter, and Instagram.

RECOMMENDATION: Receive update and provide direction as applicable.

**C. Social Vocational Services Update**

The Board will receive an update from staff regarding the Social Vocational Services contract for cleaning and maintenance on The Sunset Strip.

RECOMMENDATION: Receive update and provide direction as applicable.

**IV. NEW BUSINESS**

**A. Marketing Efforts – West Hollywood Chamber of Commerce**

The Board will receive a presentation from Genevieve Morrill, President/CEO, West Hollywood Chamber of Commerce regarding current and future marketing programs and business to business services/resources provided by the West Hollywood Chamber of Commerce.

RECOMMENDATION: Receive presentation and provide direction as applicable.

**B. Street Media Project Presentation**

The Board will receive a presentation regarding the City of West Hollywood Street Media project including: smart street furniture, wayfinding signage, and gateway signage.

RECOMMENDATION: Receive presentation and select a representative to serve on Design Ad Hoc Committee that will meet the first Tuesday of every month beginning January 5<sup>th</sup>, 2016 from 5pm-6:30pm at the Library. It is anticipated there will be 8-10 meetings with a design completed in late 2016.

**C. Sunset Strip BID Advisory Board Ad Hoc Committees and Structure**

The Board will discuss the creation/formation of ad-hoc committees and structure to work with staff on developing marketing, sponsorship, nominations and new BID categories/assessment strategic plan.

RECOMMENDATION: Approve the creation/formation of ad-hoc committees and structure to work with staff on developing marketing, sponsorship, nominations and new BID categories/assessment strategic plan.

**V. EXCLUDED CONSENT**

**VI. PUBLIC COMMENT**

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

**VII. ITEMS FROM BOARD MEMBERS**

**VIII. ITEMS FROM THE STAFF**

**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Board will advise staff on development of the December 9, 2015 meeting agenda.

**X. ADJOURNMENT**

The Sunset Strip BID Advisory Board will adjourn to its next meeting scheduled Wednesday, December 9, 2015 at 3:00 p.m., BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.

**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: 11/5/15

Signature: BETH THERIAULT