

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

**Tuesday, March 8, 2016 – 10:00 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. Oath of Office**

The Oath of Office will be administered to newly appointed Advisory Board members by the Board Secretary.

**B. Roll Call**

**C. Approval of the Agenda**

**D. Approval of the February Meeting Minutes**

**E. 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 Monthly Report**

The Board will receive the Block by Block Monthly Activity Summary Report for the past month.

RECOMMENDATION: Receive and file.

**C. Budget Update for Fiscal Year 2015-16**

The Board will receive an updated budget regarding revenues and expenditures year to date for fiscal year 2015-16.

RECOMMENDATION: Receive and File.

### III. UNFINISHED BUSINESS

#### A. RFP/RFQ for Public Relations Services

The Board will review, discuss and consider approval of a Request for Proposals/Qualifications (RFP/RFQ) for public relations services.

RECOMMENDATION: Review, provide recommendations and approve Request for Proposals/Qualifications for public relations services and authorize staff to finalize the RFP/RFQ for release.

#### B. Website and Social Media of the Previous Advisory Board

The Board will receive an update from Genevieve Morrill, President/CEO West Hollywood Chamber of Commerce, on negotiations with the Sunset Strip Business Association to acquire the website domain of [www.TheSunsetStrip.com](http://www.TheSunsetStrip.com), and social media handles of @theSunsetStrip for Facebook, Twitter, and Instagram.

RECOMMENDATION: Receive update and provide direction as applicable.

#### C. Trolley System Focus Group

The Board will discuss the formation of a focus group to explore the feasibility of a trolley transportation system on the Sunset Strip.

RECOMMENDATION: Appoint two members of the Board to serve on the Trolley System Focus Group and work with staff on formalizing the group to include West Hollywood stakeholders and schedule the meeting(s) as appropriate.

### IV. NEW BUSINESS

#### A. West Hollywood Chamber of Commerce Membership

The Board will receive a presentation from Genevieve Morrill, President/CEO West Hollywood Chamber of Commerce, and consider joining the West Hollywood Chamber of Commerce.

RECOMMENDATION: Approve joining the West Hollywood Chamber of Commerce and expenditure in the amount of \$360.00 for membership dues.

#### B. Appointment to serve on West Hollywood Chamber of Commerce Board

The Board will consider appointing a member of the Board to serve as an ex officio board member on the West Hollywood Chamber of Commerce Board.

RECOMMENDATION: Appoint a member of the Board to serve as an ex officio on the West Hollywood Chamber of Commerce Board.

**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**

A. Sponsorship Ad Hoc Committee (Maen, Latteri)

B. Street Media Ad Hoc Design Committee (Browning)

**VIII. ITEMS FROM THE STAFF**

**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Board will advise staff on development of the April 13, 2016 meeting agenda.

**X. ADJOURNMENT**

The Sunset Strip BID Advisory Board will adjourn to its next meeting scheduled Wednesday, April 13, 2016 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: March 7, 2016

Signature: Alyson T. Astudillo