

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD  
ADJOURNED MEETING AGENDA  
Thursday, April 7, 2016 – 3:00 p.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 member by the Arts and Economic Development Manager.

**B. Roll Call**

**C. Approval of the Agenda**

**D. Approval of the March 2016 Adjourned Meeting Minutes**

**E. Public Comment**

**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. Street Media Ad Hoc Committee Update**

The Board will receive and file an update compiled by Selbert Perkins Design Collaborative on the West Hollywood Street Media (gateways and wayfinding) meeting held March 3, 2016.

RECOMMENDATION: Receive and file report.

**III. UNFINISHED BUSINESS**

**A. Budget Overview Fiscal Year 2017**

The Board will receive a presentation from staff on the proposed Sunset Strip Business Improvement District Budget for Fiscal Year 2017.

RECOMMENDATION: Receive presentation and provide staff direction on the budget for Fiscal Year 2017.

**B. Appointment to Serve on the Street Media Ad Hoc Committee**

The Board will consider appointing a member of the Board to serve on the Street Media Ad Hoc Committee.

RECOMMENDATION: Appoint a member of the Board to serve on the Street Media Ad Hoc Committee.

**C. Sunset Strip BID Advisory Board Occurring Meeting Schedule**

The Board will discuss and consider amending its regular occurring meeting schedule of the second (2<sup>nd</sup>) Wednesday of each month.

RECOMMENDATION: Discuss and provide direction to staff on the Sunset Strip BID Advisory Board occurring meeting schedule.

**IV. EXCLUDED CONSENT**

**V. PUBLIC COMMENT**

**VI. ITEMS FROM BOARD MEMBERS**

- A. Sponsorship Ad Hoc Committee (Maen, Latteri)
- B. West Hollywood Chamber of Commerce Board (Latteri)

**VII. ITEMS FROM THE STAFF**

- A. Request for Proposal/Qualifications – Public Relations Services
- B. Sunset Strip Street Pole Banner Contract – Jack Daniels
- C. Transportation System Focus Group
- D. Website and Social Media of the Previous Advisory Board

**VIII. DEVELOPMENT OF NEXT MEETING AGENDA**

The Board will advise staff on development of the May 11, 2016 meeting agenda.

**IX. ADJOURNMENT**

The Sunset Strip BID Advisory Board will adjourn to its next meeting scheduled Wednesday, May 11, 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 31, 2016

Signature: Alyson T. Potlador