

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

**MONDAY August 1, 2016 - 11:00 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. Roll Call**

**B. Approval of the Agenda**

**C. Approval of the June 6, 2016 Meeting Minutes and July 11, 2016 Meeting Minutes**

**D. 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 New 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.

**III. UNFINISHED BUSINESS**

**A. Board Member Nominations**

The Board will discuss nominations to replace former Board member Amanda Browning.

RECOMMENDATION: Vote to approve Board Member replacement.

**B. Sunset Strip Street Light Pole Banner Policy and Sponsorship**

The Board will receive an update from staff on the Sunset Strip Street Pole Banner Policy and sponsorship.

RECOMMENDATION: Provide staff direction on the Sunset Strip Street Light Pole Banner Policy.

**C. Street Media Ad Hoc Committee Update**

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

RECOMMENDATION: Appoint a Board member to serve on the Street Media Ad Hoc Committee for the month of August 2016.

**IV. NEW BUSINESS**

**A. Create New Vision for the Sunset Strip BID**

The Board will consider brainstorming ideas to create a new vision for the Sunset Strip BID.

RECOMMENDATION: Create and new vision and have Visit West Hollywood execute the vision.

**B. Meeting Schedule**

The board will consider switching their board meetings to the third Wednesday of every month.

RECOMMENDATION: Meet every third Wednesday of the month instead of every first Monday.

**V. EXCLUDED CONSENT**

**VI. PUBLIC COMMENT**

**VII. ITEMS FROM BOARD MEMBERS**

- A. Sponsorship Ad Hoc Committee (Maen, Latteri)
- B. West Hollywood Chamber of Commerce Board (Latteri)
- C. Transportation System Update (Gruendyke)

**VIII. ITEMS FROM THE STAFF**

**IX. DEVELOPMENT OF NEXT MEETING AGENDA**

The Board will advise staff on the development of the September 2016 adjourned meeting agenda.

X. **ADJOURNMENT**

The Sunset Strip BID Advisory Board will adjourn to its adjourned meeting scheduled for September 12, 2016 at 11:00 a.m., BOA Steakhouse, 9200 Sunset Boulevard, WestHollywood.

**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: JULY 27, 2016

Signature: ALBERT FORLORZ