

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

**MONDAY August 21, 2017 – 11 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 at Visit West Hollywood at 8687 Melrose Avenue, Suite M60, 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 19, 2017 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.

**III. CITY SAFETY REPORT**

**a. 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.

**b. Crime Stats**

The Board will receive the Crime Stats Report for the past month.

RECOMMENDATION: Receive and file.

**IV. FINANCIALS**

The Board will receive the financial report for the past month.

RECOMMENDATION: Vote to approve the financials.

**V. UNFINISHED BUSINESS**

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

The Board will receive an update of the Sunset Strip Light Pole Banner Sponsorship from the West Hollywood Chamber of Commerce.

**b. Board Member Nominations**

The board will discuss new board member nominations.

RECOMMENDATION: Vote to approve new Board Member

**VI. NEW BUSINESS**

**a. BID Manager Update**

**b. Programming – BID Mixers, Concierge**

**c. Sunset Strip Logo**

The Board will review and discuss the various logos presented.

RECOMMENDATION: Vote to either continue working with current ad agency or move in a different direction.

**VII. EXCLUDED CONSENT**

**VIII. PUBLIC COMMENT**

**IX. ITEMS FROM BOARD MEMBERS**

**a. West Hollywood Chamber of Commerce**

**b. City of West Hollywood**

**X. ITEMS FROM THE STAFF**

**a. Social Media Update**

**XI. DEVELOPMENT OF THE NEXT MEETING ANGEDA**

The Board will advise staff on the development of the September 18, 2017 adjourned meeting agenda.

**XII. ADJOURMENT**

The Sunset Strip BID Advisory Board will adjourn to its meeting scheduled Monday, September 18, 2017 at 11:00 a.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: AUGUST 15, 2017

Signature: Alyssa P. Pollock