

Visit West Hollywood Board of Directors Meeting
Date/Time: Thursday, February 22, 2018 at 12pm
Location: The Pacific Design Center
8687 Melrose Ave, Conference Room B259, West Hollywood, CA



AGENDA

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|--|-------------------------------------|
| 1) CALL TO ORDER/CHAIR REPORT | Norbert Relecker
12:00pm-12:10pm |
| 2) MEETING MINUTES
a) December 14, 2017 | Bill Karpiak
12:10pm- 12:20pm |
| 3) FINANCIAL REPORTS
a) November 2017
b) December 2017
c) January 2018 | Ira Kleinrock
12:20pm-12:30pm |
| 4) CEO REPORT
a) Sales Missions Update – Sean K.
b) Harassment Policy
c) Office Relocation
d) TBID Renewal
e) Strategic Plan/Annual Goals Update
f) General Update | Tom Kiely
12:30pm-12:55pm |
| 5) CMO REPORT
a) FY 17-18 Marketing Plan Overview
b) Review of Research findings: WeHo vs West Hollywood
c) Organization Branding
d) Timing for New Brand Initiatives
e) Review of digital initiatives (Videos/Ares Booking Widget/Advertising)
f) Sunset Strip & Design District Update | Jeff Morris
12:55pm-1:40pm |
| 6) BOARD MEMBER COMMENTS | 1:40pm-1:45pm |
| 7) PUBLIC COMMENTS | 1:45pm-1:50pm |
| 8) ADJOURNMENT | 1:50pm |

Written material distributed to the Visit West Hollywood Board within 72 hours of the Board meeting is available for public inspection immediately upon distribution at Visit West Hollywood at 8687 Melrose Ave, Suite M60, West Hollywood, California, during normal business hours. They will also be available for inspection during the Board meeting.

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 Administrative Services Department, in the Office of the City Clerk and that I posted this agenda on:

Date **February 15, 2018**

Signature: 
Office of the City Clerk