

West Hollywood Travel + Tourism Board of Directors Meeting  
Date/Time: **Wednesday, September 26, 2018 at 12pm**  
Location: 1017 N La Cienega Blvd, Suite 400, West Hollywood, CA



TRAVEL + TOURISM BOARD

**AGENDA**

- |   |                                     |
|---|-------------------------------------|
| 1) CALL TO ORDER/CHAIR REPORT   | Norbert Relecker<br>12:00pm-12:10pm |
| 2) MEETING MINUTES<br>a) June 20, 2018  | Bill Karpiak<br>12:10pm- 12:20pm    |
| 3) FINANCIAL REPORTS<br>a) June 2018<br>b) July 2018<br>c) August 2018  | Ira Kleinrock<br>12:20pm-12:30pm    |
| 4) CEO REPORT<br>a) Tourism Summit<br>b) Staffing Update<br>c) Year End and July Revenue<br>d) BID Update<br>e) October 30 <sup>th</sup> Client Event at Catch/Sales Trips – Sean K.<br>f) Annual Audit FY 17/18<br>g) General Update                                   | Tom Kiely<br>12:30pm-12:55pm        |
| 5) CMO REPORT<br>a) Review of Final Visitors Profile Research Report<br>b) Review of Final Economic Impact Study<br>c) Digital Review (Website & Marketing)<br>d) Social Media Update<br>e) PR/Communications Update<br>f) Looking Forward: Marketing Plan and Partners | Jeff Morris<br>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 1017 N La Cienega Blvd., Suite 400, 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 Office of the City Clerk and that I posted this agenda on:

Date: September 20, 2018

Signature: Alyssa T. Pohlman