

West Hollywood Design District Advisory Board Meeting

Date/Time: **Monday, November 19, 2018, at 4:00 pm**

Location: La Peer Hotel, 627 N. La Peer Dr.

West Hollywood, CA

Marco Pelusi's Location: 14569 Benefit St., Sherman Oaks, CA 91403

Karen Kuo's Location: 8686 Melrose Ave., West Hollywood, CA 90069



AGENDA

- 1) CALL TO ORDER 4:00pm
 - a) Self-Introductions/Roll Call
 - b) Posting of Agenda
 - c) Board Comments on Agenda

- 2) APPROVAL OF AGENDA & RECEIVE MINUTES 4:05pm

- 3) CURRENT FINANCIALS 4:07pm

- 4) UNFINISHED BUSINESS 4:10pm
 - a) BID Manager: new role search
 - b) Sub Committee (marketing) – update
 - i) Website
 - ii) Social / digital RFP
 - iii) Gifting / welcome to the neighborhood
 - c) Content Management Update – Matte Black
 - d) Sub Committee (events)
 - i) Marco update
 - ii) Review of WestEdge – Gulla
 - iii) Review of Board Mixer – Nick R
 - e) Banner Update \$30k pending

- 5) NEW BUSINESS 5:00pm
 - a) Art Program – update Gulla
 - i) Frieze LA
 - ii) Kelly Lamb

- 6) EXTERNAL PARTNER REPORTS 5:15pm
 - a) City of West Hollywood
 - b) Visit West Hollywood
 - c) West Hollywood Chamber of Commerce

- 7) BOARD MEMBER COMMENTS 5:20pm

- 8) PUBLIC COMMENTS 4:25pm

- 9) ADJOURNMENT 5:30pm

Written material distributed to the Board of West Hollywood Design District within 72 hours of the Board meeting is available for public inspection immediately upon distribution. Please call 310/289-2534 to make arrangements to inspect them. They will also be available for inspection during the Board meeting.

1017 N La Cienega Blvd, Suite 400; West Hollywood, CA 90069; Tel. 310.289.2534; Fax 310.289.2529

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: November 14, 2018

Signature: Alyssa T. Pohlman