

West Hollywood Travel + Tourism Board of Directors Meeting
Date/Time: Wednesday June 26, 2019 at 12pm
Location: 1017 N La Cienega Blvd, Suite 400, West Hollywood, CA



TRAVEL + TOURISM BOARD

AGENDA

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| 1) CALL TO ORDER/CHAIR REPORT | Norbert Relecker |
| a) Election of Board Member Terms 19/21 | 12:00pm-12:10pm |
| b) Election of Executive Committee Terms 19/20 | |
| c) Approval of Amended Bylaws | |
| 2) MEETING MINUTES | Bill Karpiak |
| a) March 20, 2019 | 12:10pm- 12:15pm |
| 3) FINANCIAL REPORTS | Nick Rimedio |
| a) March 2019 | 12:15pm-12:25pm |
| b) April 2019 | |
| c) May 2019 | |
| d) Approval FY 19/20 Budget | |
| 4) CEO REPORT | Tom Kiely |
| a) Staffing Update | 12:25pm-12:55pm |
| b) YTD FY 18/19 Revenue/Expense Update | |
| c) Strategic Plan | |
| d) Quarterly GM Meeting | |
| e) General Update | |
| 5) CMO REPORT | Jeff Morris |
| a) Review of Recent Marketing Programs | 12:55pm-1:20pm |
| b) Review of Summer & Fall Marketing Plans | |
| c) Looking Forward: Partnerships & Agencies | |
| 6) BUSINESS DEVELOPMENT | Sean Keliholokai |
| a) Lodging Data YTD | 1:20pm-1:40pm |
| b) Sales Mission & Trade Show Recaps | |
| c) Room Night Activations | |
| 7) BOARD MEMBER COMMENTS | 1:40pm-1:45pm |
| 8) PUBLIC COMMENTS | 1:45pm-1:50pm |
| 9) 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 Office of the City Clerk and that I posted this agenda on:

Date: 6.21-19

Signature: C. Ross