

West Hollywood Travel + Tourism Board of Directors Meeting
Date/Time: **Wednesday September 25, 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 New Board Member – Jeff Kulek | 12:00pm-12:10pm |
| 2) MEETING MINUTES | Bill Karpiak |
| a) June 26, 2019 | 12:10pm- 12:15pm |
| 3) FINANCIAL REPORTS | Nick Rimedio |
| a) June 2019 | 12:15pm-12:25pm |
| b) July 2019 | |
| c) August 2019 | |
| 4) CEO REPORT | Tom Kiely |
| a) Revenue & Spending Update | 12:25pm-12:55pm |
| b) Staffing Update | |
| c) BID Update | |
| d) Cal Travel Summit | |
| e) Brand USA/China Summit | |
| f) Quarterly GM Meeting | |
| g) General Update | |
| 5) CMO REPORT | Jeff Morris |
| a) 2019-20 Marketing Plan | 12:55pm-1:20pm |
| b) Marketing Committee | |
| c) October Restaurant Week Update | |
| d) Media & Creative Agencies | |
| 6) BUSINESS DEVELOPMENT | Tom Kiely |
| a) Lodging Report | 1:20pm-1:40pm |
| b) Upcoming Initiatives & Sales Missions | |
| 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 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, 2019

Signature: Alyssa T. Powell