

West Hollywood Travel + Tourism Board of Directors Meeting
Date/Time: **Wednesday December 18, 2019 at 12pm**
Location: 1017 N La Cienega Blvd, Suite 400, West Hollywood, CA



AGENDA

TRAVEL + TOURISM BOARD

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| 1) CALL TO ORDER/CHAIR REPORT | Norbert Relecker
12:00pm-12:10pm |
| 2) MEETING MINUTES | Bill Karpiak
12:10pm- 12:15pm |
| a) September 25, 2019 | |
| 3) FINANCIAL REPORTS | Nick Rimedio
12:15pm-12:25pm |
| a) September 2019 | |
| b) October 2019 | |
| c) November 2019 | |
| 4) CEO REPORT | Tom Kiely
12:25pm-12:55pm |
| a) YTD Revenue vs Forecast | |
| b) BID Transition | |
| c) US Travel Board Meeting/Brand USA Funding Renewal | |
| d) General Updates | |
| 5) CMO REPORT | Jeff Morris
12:55pm-1:20pm |
| a) Eat + Drink Week Overview & Results | |
| b) International Update | |
| c) Research Overview & Update | |
| d) Marketing Plans for Q1 2020 | |
| e) Updates by Department | |
| 1. Digital/Website Update | |
| 2. Social Media Update | |
| 3. Online Training Update | |
| 4. PR & Communications Update | |
| 6) BUSINESS DEVELOPMENT | Sean Keliholokai
1:20pm-1:40pm |
| a) Staff Update – Denis Zyuzin | |
| b) Lodging Data | |
| c) Sales Missions | |
| d) Upcoming Initiatives | |
| 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

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: December 12, 2019
Signature: Alyson T. Poblador