



Meeting Details:
La Peer Hotel – the Drawing Room
627 N La Peer Drive
West Hollywood, CA 90069

BID MEETING AGENDA

Wednesday July 21, 2021

(Revised 7/19/21)

4:00pm – 5:30 pm

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|-----|--|---------|
| 1) | CALL TO ORDER/CHAIR REPORT | 4:00 PM |
| | a. Self-Introductions/Roll Call | |
| | b. Board Comments on Agenda | |
| 2) | APPROVAL OF AGENDA & MINUTES | 4:05 PM |
| | a. May Minutes (no minutes for June) | |
| 3) | FINANCIAL REPORT | 4:10 PM |
| | a. May Financials | |
| | b. Approve May Financials | |
| | c. Current Financials | |
| | d. Approve June Financials | |
| 4) | EXECUTIVE DIRECTOR REPORT | 4:20 PM |
| | a. Design District Trademark | |
| | b. Community Outreach / Engagement | |
| 5) | UNFINISHED BUSINESS | 4:30 PM |
| | a. Board Nominations & Elections | |
| | b. Special Events & Program Committee Activation | |
| 6) | COMMITTEE REPORTS | 4:50 PM |
| | a. Marketing/PR Committee Update (Leslie Espinoza) | |
| | b. Social Media SYNHERGY Update (Dimple Thakkar / Caitlin Penny) | |
| | a. Welcome Committee Update (Gary Trudell) | |
| | b. Budget & Fundraising Committee Update (Cary Mosier) | |
| 7) | EXTERNAL PARTNER REPORTS | 5:15PM |
| | a. City of West Hollywood | |
| | b. West Hollywood Chamber of Commerce | |
| 8) | BOARD MEMBER COMMENTS | 5:20PM |
| 9) | PUBLIC COMMENTS | 5:25PM |
| 10) | ADJOURNMENT | 5:30PM |

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 this document was posted on:

Date: July 19, 2021
Signature: \\Alyssa T. Poblador\
Office of the City Clerk