

# THE SUNSET STRIP

Sunset Strip Business Improvement District Advisory Board Meeting

Location: Audio/Video Conference via zoom

<https://us02web.zoom.us/j/84222598115?pwd=aHpMUeWzd3AzNkI4NjlyY0lNVE5Edz09>

Meeting ID: 842 2259 8115 | Passcode: 272334 | Call in: 669-900-9128

## AGENDA

**Monday, September 20, 2021, 2021 @ 11:00 a.m.**

- 1) CALL TO ORDER/CHAIR REPORT – Brett Latteri 11:00 AM
  - a. Self-Introductions/Roll Call
  - b. Posting of Agenda
  - c. Board Comments on Agenda
- 2) APPROVAL OF AUGUST MINUTES – Brett Latteri 11:05 AM
- 3) FINANCIAL REPORT – John-Baptiste Godard 11:10 AM
  - a. Current Financials
    - i. Approve August Financials
  - b. Budget Breakdowns
    - i. Admin
    - ii. Marketing / Digital Marketing
    - iii. Signature Event / Events
  - c. BID Assessment Collection Update (City Staff)
- 4) EXECUTIVE DIRECTOR REPORT – Genevieve Morrill 11:15 AM
  - a. Marketing Report (Leslie Espinoza)
- 5) EXTERNAL PARTNER REPORTS 11:20 AM
  - a. City of West Hollywood – Tara Worden / Janet Jimenez / Paolo Kespradit
  - b. West Hollywood Sheriff's Report – Lt. Moulder / Sgt. Lapkin
  - c. Block by Block Report – Shea Gibson
  - d. Canyon Country Social Media / Influencer Report – Lea Fisher / Brittney Mead
  - e. West Hollywood Travel + Tourism Board – Tom Kiely / Jeff Morris
  - f. West Hollywood Chamber of Commerce – Gen Morrill
- 6) PRESENTATION – Jon Ponder 11:55 AM
  - a. West Hollywood History Center – TimePort Sunset Strip
- 7) UNFINISHED BUSINESS – Brett Latteri 12:10 PM
  - a. Nominations & Board Elections
- 8) BOARD MEMBER COMMENTS 12:20 PM
- 9) PUBLIC COMMENTS 12:25 PM
- 10) ADJOURNMENT 12:30 PM

**NEXT MEETING: OCTOBER 18<sup>TH</sup>**

### 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: September 15, 2021  
Signature: \\Alyssa T. Poblador\  
Office of the City Clerk