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Meeting URL:

Dial In: +1 669 900 9128 US (San Jose)

Meeting ID: 829 5609 3787

Passcode: 787703

BID MEETING AGENDA

Wednesday, October 20, 2021

4:00 pm – 5:30 pm

*IN AN EFFORT TO PROTECT PUBLIC HEALTH AND PREVENT THE SPREAD OF COVID-19 (CORONAVIRUS), AB 361 HAS AUTHORIZED PUBLIC MEETINGS TO TAKE PLACE VIA TELECONFERENCE BECAUSE STATE AND LOCAL OFFICIALS ARE RECOMMENDING MEASURES TO PROMOTE SOCIAL DISTANCING.

- 1) CALL TO ORDER/CHAIR REPORT – Nick Rimedio 4:00 PM
 - a. Self-Introductions/Roll Call
 - b. Board Comments on Agenda
- 2) APPROVAL OF AGENDA & MINUTES – Nick Rimedio 4:05 PM
 - a. September Minutes
- 3) FINANCIAL REPORT – John-Baptiste Godard 4:10 PM
 - a. Current Financials
 - b. Approve September Financials
 - c. Annual financial report completed for City
- 4) EXECUTIVE DIRECTOR REPORT – Genevieve Morrill 4:20 PM
 - a. Banner program update
 - b. Marketing Report (Leslie Espinoza)
- 5) UNFINISHED BUSINESS – Nick Rimedio 4:35 PM
- 6) COMMITTEE REPORTS 4:50 PM
 - a. Programs & Events Committee Update (Katherine Shadley)
 - i. Holiday Shopping Guide
 - ii. Window Decoration competition
 - b. Marketing/PR Committee Update (Caitlin Penny)
 - i. Holiday Guide and Window displays– One Sheet/hashtag and tagline development
 - ii. Development of website RFP
 - iii. Review of collateral material for Welcome brochure
 - iv. Affiliate program review (100 window cling produced)
 - c. Social Media SYNHERGY Update (Dimple Thakkar)
 - d. Budget & Fundraising Committee Update (Cary Mosier)
- 7) EXTERNAL PARTNER REPORTS 5:10PM
 - a. City of West Hollywood – John Keho/Tara Worden/Paolo Kespradit
 - b. West Hollywood Chamber of Commerce – Genevieve Morrill

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| 8) | BOARD MEMBER COMMENTS | 5:20PM |
| 9) | PUBLIC COMMENTS | 5:25PM |
| 10) | ADJOURNMENT | 5:30PM |

NEXT MEETING: DECEMBER 15TH
NOVEMBER MEETING IS CANCELLED DUE TO CBA

AFFIDAVIT OF POSTING

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City of West Hollywood)

I declare under penalty of perjury that I am employed
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