



**Meeting Location:**  
Molteni Los Angeles  
147 N. Robertson Blvd | West Hollywood CA 90048

## IN PERSON BID MEETING - AGENDA

**Wednesday, November 16, 2022**

4:00 pm – 5:30 pm

- 1) **CALL TO ORDER/VICE CHAIR REPORT – Katherine Shadley** 4:00 PM
  - a. Self-Introductions/Roll Call (Nalani Santiago)
  - b. Board Comments on Agenda
  - c. Recap of new executive committee & regular meeting schedule
  
- 2) **REVIEW OF AGENDA & MINUTES – Katherine Shadley** 4:20PM
  - a. October minutes are incomplete due to CBA, we will have them in December for approval.
  
- 3) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** 4:22 PM
  - a. Update re: Proposal to City for Council to Approve
  - b. Marketing Report (Jamie Wilson)
  
- 4) **COMMITTEE REPORTS** 4:30 PM
  - a. Marketing/PR Committee Update (Caitlin Penny)
    - i. Social Media: SYNHERGY Update (Dimple Thakkar)
    - ii. Holidays in the District (Jamie & Alexa)
      1. Logo and collateral materials
      2. Business outreach
      3. Banner program
    - iii. Website Development Update (Dimple)
  - b. Events Committee Update (Katherine Shadley)
    - i. Holiday Mixer co-sponsored w/ WHCC at Mass Beverly (Gen)
      1. December 14 / 6 to 8
      2. Cecconi's catering budget
    - ii. Holiday in the District
      1. Holiday Guide
      2. Window Decorating Competition
  
- 5) **UPDATES** 5:00 PM
  - a. Once Upon a Cocktail (Katie Bright)
  
- 6) **NEW BUSINESS** 5:10 PM
  - a. Gift for Nick
  - b. Choose Date for Strategic Planning Retreat
  
- 7) **EXTERNAL PARTNER REPORTS** 5:20 PM
  - a. City of West Hollywood – John Leonard / Tayler Coyne
  - b. West Hollywood Chamber of Commerce – Genevieve Morrill
    - Election recap
    - Advocacy efforts

**8) BOARD MEMBER COMMENTS**

5:25 PM

**9) PUBLIC COMMENTS**

5:30 PM

**10) ADJOURNMENT**

5:30 PM

**NEXT MEETING: NOVEMBER 16<sup>TH</sup>**

AFFIDAVIT OF POSTING

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I declare under penalty of perjury that I am employed  
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