

West Hollywood Marketing & Visitors Bureau
Board of Directors Meeting
July 21, 2010
5:00p.m.
Pacific Design Center, Conference Room B259

AGENDA

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|---|------------------|
| I. Call to Order/Chairs Report | Greg Harless |
| 1. Welcome New Board | |
| II. Meeting Minutes | Vincent Mercurio |
| 1. May 19, 2010 | 5:05pm-5:10pm |
| 2. June 21, 2010 | |
| III. Financial Reports | Brad Burlingame |
| 1. April & May 2010 | 5:10pm-5:15pm |
| IV. CEO Report | Brad Burlingame |
| 1. Avenues Financial Support 2010-2011 | 5:15pm-6:00pm |
| 2. Taste of the Oscars Event | |
| 3. Sunset Strip Music Festival proposal | |
| 4. Guitar Town Sponsorship proposal | |
| 5. Communications Strategy Overview 2010-2011 | |
| 6. Social Media Strategy Update | |
| A. Launch of WeHo Key | |
| V. New Business | |
| 1. None | |
| VI. Unfinished Business | |
| 1. None | |
| VII. Board Member Comments | 6:00pm-6:05pm |
| VIII. Community Comments | 6:05pm-6:10pm |
| IX. Adjournment | 6:10pm |

Written materials distributed to the West Hollywood Marketing & Visitors Bureau within 72 hours of the West Hollywood Board of Directors meeting are available for public inspection immediately upon distribution at the West Hollywood Marketing & Visitors Bureau at 8687 Melrose Avenue, Suite M38, West Hollywood, CA 90069

during normal business hours. They will also be available for inspection during the West Hollywood Marketing & Visitors Bureau meeting in PDC Conference Room B259.