



SPECIAL MEETING
Meeting Location (In Person):
SOHO Works
9000 Sunset Blvd, The Loft | West Hollywood CA 90069

BOARD STRATEGIC PLANNING RETREAT – *INSPIRE & ACTIVATE!*

Wednesday, March 15, 2023 | 3:00 pm – 7:00 pm

Board Meeting (10 minutes)

- 1) **CALL TO ORDER/CHAIR REPORT – Katherine Shadley**
 - a. Self-Introductions/Roll Call (Nalani Santiago)
 - b. Approval of Agenda and Minutes
- 2) **FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard**
 - a. Approve February Financial Report

Board Retreat – *INSPIRE & ACTIVATE!*

INTRODUCING OUR *INSPIRE & ACTIVATE!* VISION, BY **CHAIR, KATHERINE SHADLEY**

INTRODUCTION OF **GREG STUART, HARMONY SOLUTIONS INTERNATIONAL**

- Why are you affiliated with The District?
- Celebrate accomplishments of the past year
- Review The Vision, Key Strategies and Systems

Extend Vision to 2026

- Goal Setting Exercise and Pathways to Achieve Goals
 - Branding and Marketing
 - High End Luxury
 - Scorecard
 - Activating Engagement with Our Constituencies
 - Each street has a focus.
 - Some are not luxury focused.
 - Advocacy and Street Scape (can go to 2025)
 - Setting Priorities (Melrose, Robertson, Beverly)
- Board Activation
 - What are you inspired to take on?
- Program of Work for 2023 – Greg Rang and Gen Morrill
 - Taste of The District
 - 6 Mixers
 - Holidays in The District
 - Financial Systems and Strategic Budgeting (Financial Goals)
 - Feasibility of BID Expansion
 - New Website
 - Once Upon a Cocktail/Eat and Drink Week
 - Street Banner Program

NEXT MEETING: APRIL 19, 2023

AFFIDAVIT OF POSTING

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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: March 9, 2023
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