



**Meeting Location:**  
**La Brea Room | West Hollywood Park Aquatic Rec Center**  
8750 El Tovar Place | West Hollywood CA 90069

## **BID MEETING - AGENDA**

**Wednesday, May 17, 2023**

4:00 pm – 5:30 pm

- |   |  |
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| <b>1) CALL TO ORDER/CHAIR REPORT – Katherine Shadley</b> <ul style="list-style-type: none"><li>a. Self-Introductions/Roll Call (Nalani Santiago)</li><li>b. Board Comments on Agenda</li></ul>  | <b>4:00 PM</b>   |
| <b>2) REVIEW OF AGENDA &amp; MINUTES – Katherine Shadley</b> <ul style="list-style-type: none"><li>a. Review and Approve April Minutes</li></ul>  | <b>4:05 PM</b>   |
| <b>3) FINANCIAL REPORT REVIEW &amp; APPROVAL – John-Baptiste Godard</b> <ul style="list-style-type: none"><li>a. Review &amp; Approve April Financial Report</li><li>b. Assessment Collection Update (Taylor Coyne)</li></ul>   | <b>4:10 PM</b>   |
| <b>4) BID MANAGEMENT REPORTS</b> <ul style="list-style-type: none"><li>a. BID Manager Report (Genevieve Morrill)<ul style="list-style-type: none"><li>• Staffing Update</li><li>• Final Annual Report &amp; Program of Work</li><li>• BID Reassessment Update – May 15 City Council Meeting</li><li>• Advisory Board Formation Discussion &amp; Action</li><li>• 2023-2024 Budget Review</li></ul></li><li>b. Executive Director Report (Greg Rang)<ul style="list-style-type: none"><li>• Website Development Update</li><li>• 75<sup>th</sup> Anniversary<ul style="list-style-type: none"><li>○ Committee Establishment</li></ul></li></ul></li><li>c. Marketing Report (Jamie Wilson)<ul style="list-style-type: none"><li>• Newsletter &amp; Website</li></ul></li></ul> | <b>4:15 PM</b><br><br><b>4:25 PM</b><br><br><b>4:35 PM</b> |
| <b>4) COMMITTEE REPORTS</b> <ul style="list-style-type: none"><li>a. Marketing &amp; Events Committee Reports (Nadia Galatro/Greg Rang)<ul style="list-style-type: none"><li>• Social Media Presentation: SYNHERGY (Dimple Thakkar)<ul style="list-style-type: none"><li>○ Expanding Scope of Services Action</li></ul></li><li>• Banner Pole Reservation for WHDD Discussion &amp; Action</li><li>• Melrose Mitigation Budget Spend Update</li><li>• Special Use Logo Development Update</li><li>• Mixer   June 15   eggersmann</li></ul></li><li>b. Welcome Committee Report (Gary Trudell)</li></ul>   | <b>4:40 PM</b><br><br><b>4:55 PM</b><br><br><b>5:00 PM</b> |
| <b>5) EXECUTIVE COMMITTEE REPORT – Katherine Shadley</b>  | <b>5:05 PM</b>   |

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|-----------|--|----------------|
| <b>6)</b> | <b>EXTERNAL PARTNER REPORTS</b>                                  |                |
|           | a. City of West Hollywood (Taylor Coyne)                         | <b>5:10 PM</b> |
|           | • Streetscape Update (Jackie Rocco & Jenelle Saunders, Berg)     |                |
|           | b. West Hollywood Chamber of Commerce Update (Genevieve Morrill) | <b>5:15 PM</b> |
|           | • Pride  |                |
|           | • State of the City   June 28, 2023   11 AM – 1 PM   1 Hotel     |                |
| <b>7)</b> | <b>BOARD MEMBER COMMENTS</b>                                     | <b>5:20 PM</b> |
| <b>8)</b> | <b>PUBLIC COMMENTS</b>   | <b>5:25 PM</b> |
| <b>9)</b> | <b>ADJOURNMENT</b>   | <b>5:30 PM</b> |

## **NEXT MEETING: JUNE 21<sup>st</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: May 10, 2023  
Signature: \\Alyssa T. Poblador\  
Office of the City Clerk