



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

BID MEETING - AGENDA

WEDNESDAY, JUNE 21, 2023

4:00 PM – 5:30 PM

- 1) **CALL TO ORDER/CHAIR REPORT – Katherine Shadley** **4:00 PM**
 - a. Self-Introductions/Roll Call (Nalani Santiago)
 - b. Board Comments on Agenda

- 2) **REVIEW OF AGENDA & MINUTES – Katherine Shadley** **4:05 PM**
 - a. Review and Approve May Minutes

- 3) **FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard** **4:10 PM**
 - a. Review & Approve May Financial Report
 - b. Assessment Collection Update (Taylor Coyne)

- 4) **BID MANAGEMENT REPORTS**
 - a. **BID Manager Report (Genevieve Morrill)** **4:15 PM**
 - Melrose Marketing Money Allocations
 - Street Banner Reservations
 - Promoting Members in Arrears
 - BID Audit & Action

 - b. **Executive Director Report (Greg Rang)** **4:25 PM**
 - Pantone Color Institute
 - Shop Dine Design Melrose
 - Print & Digital Campaign
 - FWRD Popup
 - Silver Springs, Madhappy on Melrose
 - 75th Anniversary Update

 - c. **Marketing Report (Jamie Wilson)** **4:45 PM**
 - Newsletter & Website

- 5) **COMMITTEE REPORTS**
 - a. **Marketing & Events Committee Reports (Nadia Galatro/Greg Rang)**
 - **Social Media Presentation: SYNHERGY (Dimple Thakkar)** **4:50 PM**
 - **Website (Greg)** **5:00 PM**
 - Map
 - QR Code / Linktree
 - eggersmann Mixer Debrief
 - Next Mixer – Save the Date: August 17th

 - b. **Welcome Committee Report (Gary Trudell)** **5:10 PM**

- 6) **EXECUTIVE COMMITTEE REPORT – Katherine Shadley** **5:13 PM**

- 7) **EXTERNAL PARTNER REPORTS**
 - a. **City of West Hollywood (Taylor Coyne)** **5:15 PM**

 - b. **West Hollywood Chamber of Commerce Update (Genevieve Morrill)** **5:20 PM**
 - State of the City | June 28, 2023 | 11 AM – 1 PM | 1 Hotel
 - Sponsorship: Action

8) BOARD MEMBER COMMENTS

5:25 PM

9) PUBLIC COMMENTS

5:27 PM

10) ADJOURNMENT

5:30 PM

NEXT MEETING: JULY 19th

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: June 16, 2023
Signature: \\Alyssa T. Poblador\
Office of the City Clerk