



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

BID MEETING - AGENDA

Wednesday, July 19, 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 MINUTES – Katherine Shadley** **4:05 PM**
 - a. Review and Approve May & June Minutes

- 3) **FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard** **4:10 PM**
 - a. Review & Approve May & June Financial Report

 - a. **BID MANAGEMENT REPORTS**
 - b. BID Manager Report (Genevieve Morrill) **4:15 PM**
 - Once Upon a Cocktail Update & Action
 - Popup Banner
 - BID Audit & Action
 - c. Executive Director Report (Greg Rang) **4:25 PM**
 - BID Renewed
 - New Marketing Chair – Caitlin Penny
 - Retail Brokers Roundtable
 - Business Leadership Quarterly Meeting
 - JLL Recap
 - Melrose Marketing Money Activation
 - d. Marketing Report (Jamie Wilson) **4:40 PM**
 - Newsletter & Website

- 4) **COMMITTEE REPORTS**
 - a. Marketing & Events Committee Reports **4:45 PM**
 - Social Media Report: SYNHERGY (Dimple Thakkar)
 - Committee Updates (Caitlin Penny) **4:50 PM**
 - Website
 - 75th Anniversary Update
 - Next Mixer – Save the Date: August 17th
 - b. Nominating Committee (Flint Faulkner / Gary Trudell / Dimple Thakkar) **5:00 PM**
 - Board Action
 - c. Welcome Committee Report (Gary Trudell) **5:10 PM**

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

- 6) **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**
 - Critical State of All Businesses Call | July 21st | 10-11:30AM | Zoom

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| 7) | BOARD MEMBER COMMENTS | 5:25 PM |
| 8) | PUBLIC COMMENTS | 5:27 PM |
| 9) | ADJOURNMENT | 5:30 PM |

NEXT MEETING: AUGUST 16th

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: July 13, 2023
Signature: \\Alyssa T. Poblador\\
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