

West Hollywood Marketing & Visitors Bureau
Board of Directors Meeting
September 15, 2010
5:00p.m.
Pacific Design Center, Conference Room B259

AGENDA

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|---|------------------|
| I. Call to Order/Chairs Report | Greg Harless |
| 1. Board Development/Conflict of Interest | 5:00pm-5:10pm |
| II. Meeting Minutes | Vincent Mercurio |
| 1. July 21, 2010 | 5:10pm-5:15pm |
| III. Financial Reports | Brad Burlingame |
| 1. June 2010 | 5:15pm-5:25pm |
| 2. Hotel Assessment Update | |
| 3. Annual Audit Report | |
| IV. CEO Report | Brad Burlingame |
| 1. Board Retreat Update | 5:25pm-6:00pm |
| 2. Social Media Update | |
| A. WeHo Key launch | |
| B. Groupon | |
| 3. Film WH | |
| 4. Taste of the Oscars | |
| 5. Sales Strategy Overview 2010-2011 | |
| V. New Business | |
| 1. West Hollywood Library Fund | |
| 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.