



**Meeting Location:**  
**Conference Room at Kimpton La Peer Hotel**  
627 N La Peer Dr, West Hollywood, CA 90069

**BID BOD MEETING - AGENDA**

**WEDNESDAY, JULY 17, 2024**

**BID MEETING: 4:00PM-6:00PM**

- 1. CALL TO ORDER/CHAIR REPORT- Caitlin Penny (Acting Chair) 4:00 PM**
  - a. Self-Introductions/Roll Call (Kristen Osborne)
  - b. Board Comments on Agenda
  - c. **Review of minutes – Discussion and Action**
  - d. **2024-2025 BOD Election Discussion and Action**
  - e. Swearing In Ceremony
  
- 2. FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard 4:25 PM**
  - a. Review & Approve May Financial Report
  
- 3. BID MANAGEMENT REPORT 4:35 PM**
  - a. Executive Director (Greg Rang)
    - WHDD/BID Wayfinding Signage Overview and Discussion
    - **Monetization of Web Traffic Discussion and Action (Dimple Thakkar)**
    - Phase II of Web has Started
    - **MediaMax Additional Spend Discussion and Action**
    - **Aspire Presentation Discussion and Action**
    - Board of Governors Update
  - b. BID Manager (Genevieve Morrill)
    - Code of Conduct Review
    - Board Attendance Policy Review
    - Banner Program Update
    - **Draft RFP Review and Approval Action**
    - Discussion of Celebrity Photo Usage
  
- 4. COMMITTEE REPORTS 5:15 PM**
  - a. Executive Committee Report
    - EIN Number Discussion
    - Beverly Center Affiliate Discussion
  - b. Social Media Report (Dimple Thakkar)
  - c. DIEM Ad Hoc Committee Report
  
- 5. EXTERNAL PARTNER REPORTS 5:40 PM**
  - a. City of West Hollywood (Laura Biery)
    - Sustainable Works Presentation (Suzy Borlido)
  - b. West Hollywood Chamber of Commerce (Genevieve Morrill)

6. BOARD MEMBER COMMENTS
7. PUBLIC COMMENTS
8. ADJOURNMENT OF BOARD MEETING

5:45 PM

5:55 PM

6:00 PM

**NEXT MEETING: August 21<sup>st</sup>**

AFFIDAVIT OF POSTING

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