

# THE SUNSET --- STRIP

Sunset Strip Business Improvement District Advisory Board Meeting  
Location: Mondrian | Gallery B  
8440 Sunset Blvd | West Hollywood

## BOD MEETING AGENDA

**MONDAY, AUGUST 19, 2024**

**11:00 AM**

- 1) **CALL TO ORDER/CHAIR REPORT – Brett Latteri** **11:00 AM**
  - a. Self-Introductions/Roll Call (Kristen Osborne)
  - b. Board Comments on Agenda
  - c. Review & Approve June Minutes
  - d. 2024-2025 Election Action
  
- 2) **FINANCIAL REPORT – John-Baptiste Godard** **11:15 AM**
  - a. Review June and July Financial Reports
  - b. Approve June and July Financial Reports
  
- 3) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** **11:25 AM**
  - a. Banner Program Update
  - b. Hustler Building Update
  - c. Legal Issue – Action Needed
  
- 4) **NEW BUSINESS** **11:35 AM**
  - a. Website Upkeep Budget Discussion and Action
  - b. JJ | LA Proposal and Action
  
- 5) **EXTERNAL PARTNER REPORTS** **11:50 AM**
  - a. City of West Hollywood – Laura Biery
    - Sunset Arts and Advertising Program Amendments (Nick Maricich)
    - City Art Projects Discussion (Marcus Mitchell and Rebecca Ehemann)
  - b. West Hollywood Sheriff's Report – Lt. Fanny Lapkin
  - c. Canyon Country LA – Lia Fisher / Brittney Mead
    - Social Media Report
    - Drone Update
  - d. Unrivaled Promotional Programs Update– Aidan Marus
  - e. Lucky Break PR –Sahra Simpson
    - Haunted Halloween Trolley Activation Discussion and Action
  - f. West Hollywood Chamber of Commerce – Genevieve Morrill
  
- 6) **BOARD MEMBER COMMENTS** **12:20 PM**

7) PUBLIC COMMENTS

12:25 PM

8) ADJOURNMENT

12:30 PM

**NEXT MEETING: OCTOBER 21, 2024**

AFFIDAVIT OF POSTING

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I declare under penalty of perjury that I am employed  
by the City of West Hollywood in the Office of the  
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