



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

**BID BOD MEETING - AGENDA**

Wednesday, October 16th, 2024

BID Meeting: 4:00PM-6:00PM

1. **CALL TO ORDER/CHAIR REPORT- Katherine Shadley (Chair)** **4:00 PM**
  - a. Self-Introductions/Roll Call (Kristen Osborne)
  - b. Board Comments on Agenda
  - c. **Review of September Minutes – Discussion and Action**
  - d. Treasurer Position
  
2. **FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard** **4:15 PM**
  - a. Review & Approve September Financial Report
  
3. **EXTERNAL PARTNER REPORTS** **4:25 PM**
  - a. City of West Hollywood (Laura Biery)
    - Update on Undergrounding of Utilities on Almont and La Peer
  - b. West Hollywood Chamber of Commerce (Genevieve Morrill)
  - c. Visit West Hollywood (Tom Kiely)
  
4. **BID MANAGEMENT REPORT** **4:45 PM**
  - a. Executive Director Report (Greg Rang)
    - Receive and File
    - **MediaMax Renewal Discussion and Action**
    - Design West Hollywood Update, Discussion, and Action
      - ICAA Silent Auction
  - b. BID Manager (Genevieve Morrill)
    - EIN Discussion (John-Baptiste Godard)
    - **Placer AI Discussion and Action (John-Baptiste Godard)**
    - BID Restructure Discussion and Next Steps
    - Banner Update
    - Ad Hoc Committee Protocol
  
5. **COMMITTEE REPORTS** **5:15 PM**
  - a. Executive Committee Report
    - Marketing RFPs Update
    - Reserves Discussion
  - b. Holidays in the District Ad Hoc Committee Report (Katherine Shadley)
    - **HITD Banners Discussion and Action**
  - c. Revenue Generation Committee Report
    - **Website Banner Discussion and Action**
  - d. Nomination Committee Report (Chris Klapp)
  - e. Social Media Report (Dimple Thakkar)
    - **Ad Spend Fund Allocation Discussion and Action**
    - Digital Presence Health Check Discussion
  
6. **BOARD MEMBER COMMENTS** **5:45 PM**
  
7. **PUBLIC COMMENTS** **5:55 PM**
  
8. **ADJOURNMENT OF BOARD MEETING** **6:00 PM**

**NEXT MEETING: November 20<sup>th</sup>**

AFFIDAVIT OF POSTING

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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 I posted this agenda on:

Date: October 11, 2024

Signature: Melissa Crowder  
Office of the City Clerk