



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

BID BOD MEETING - AGENDA
WEDNESDAY, JANUARY 15, 2025
BID MEETING: 4:00PM - 6:00PM

- 1. **CALL TO ORDER/CHAIR REPORT- Caitlin Penny (Chair)** **4:00 PM**
 - a. Self-Introductions/Roll Call (Andrea Entz)
 - b. Board Comments on Agenda
 - c. **Review of December Minutes – Discussion and Action**
 - e. **Chair Discussion and Action**
 - f. **Vice Chair Discussion and Action**
 - g. Outlook 2025 Programming and Scope
 - h. Committee Review

- 2. **FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard** **4:20 PM**
 - a. Review & Approve December Financial Report
 - b. Annual Report Budget Review

- 3. **BID MANAGEMENT REPORT** **4:30 PM**
 - a. Executive Director Report (Greg Rang)
 - Receive and File
 - Newsletters and Community Updates
 - Ballantine’s PR
 - b. BID Manager (Genevieve Morrill)
 - Best Practices and Policies
 - Banner Update
 - RFPS to Activate – Call to Action
 - BID Consulting Firm Scheduling Discussion

- 4. **EXTERNAL PARTNER REPORTS** **5:10 PM**
 - a. City of West Hollywood (Laura Biery)
 - b. West Hollywood Chamber of Commerce (Genevieve Morrill)

- 5. **COMMITTEE REPORTS** **5:30 PM**
 - a. Executive Committee Report
 - **MediaMax Discussion and Action**

- 6. **BOARD MEMBER COMMENTS** **5:40 PM**

- 7. **PUBLIC COMMENTS** **5:50 PM**

- 8. **ADJOURNMENT OF BOARD MEETING** **6:00 PM**

NEXT MEETING: February 19, 2025

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:

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