

THE SUNSET STRIP

Sunset Strip Business Improvement District Advisory Board Meeting
Date/Time: Monday, February 10th, 1:30PM-3PM
Location: Mondrian | Gallery A
8440 Sunset Blvd | West Hollywood

BOD MEETING AGENDA

Monday, February 10th, 2025 @ 1:30 PM

- 1) **CALL TO ORDER/CHAIR REPORT – Brett Latteri** **1:30 PM**
 - a. Self-Introductions/Roll Call (Andrea Entz)
 - b. Board Comments on Agenda
 - c. Review & Approve November Minutes
 - d. Welcome New Board Members
 - e. Board Appointee Discussion and Action
 - i. Carl Hubbard, Mondrian
 - ii. Inigo Salazar, LAVO
- 2) **FINANCIAL REPORT – John-Baptiste Godard** **1:40 PM**
 - a. Review and Approve November, December, January Financial Reports
 - b. Halloween City Money
- 3) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** **1:50 PM**
 - a. Time of Meeting in Bylaws Discussion and Action
 - b. Chair and Vice Chair Discussion
 - c. Eat + Drink WeHo
 - d. Banner Agreement with Swing Media
- 4) **EXTERNAL PARTNER REPORTS** **2:00 PM**
 - a. JJLA
 - Halloween Trolley Recap
 - Annual Contract Presentation
 - Discussion and Action
 - b. Lucky Break PR – Sahra Simpson
 - Beautification Project Discussion and Action
 - Sunset Strip Signage Discussion and Action
 - 90th Anniversary Discussion and Action
 - c. City of West Hollywood – Laura Biery
 - Update on Recently Passed City Council Emergency Urgency Ordinance Regarding the Wildfires
 - Upcoming Street Pole Banner Policy on February 18 Council Meeting
 - d. West Hollywood Sheriff's Report – Lt. Fanny Lapkin
 - e. Canyon Country LA – Lia Fisher / Brittney Mead
 - Social Media Report
 - f. West Hollywood Chamber of Commerce – Genevieve Morrill
 - Crisis PR Campaign
 - Pride Float Sponsorship Discussion and Action
 - Annual Member Meeting and Board Installation (AMMBI)
- 5) **BOARD MEMBER COMMENTS** **2:50 PM**
- 6) **PUBLIC COMMENTS** **2:55 PM**
- 7) **ADJOURNMENT** **3:00 PM**

NEXT MEETING: April 21, 2025

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 this document was posted on:

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Signature: \\Catherine Ross\
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