



BID BOD MEETING – AGENDA

Wednesday, March 19, 2025

Location Name: Kimpton La Peer Hotel (Conference Room)

Location Address: 627 N La Peer Dr, West Hollywood, CA 90069

BID Meeting: 4:00-6:00PM

- 1. CALL TO ORDER – Caitlin Penny (Chair) 4:00 PM**
 - a. Self-Introductions/Roll Call (Andrea Entz)
 - b. Board Comments on Agenda
 - c. Review of February Minutes – Discussion and Action**

- 2. PUBLIC COMMENTS 4:10 PM**

- 3. CHAIR REPORT – Caitlin Penny (Chair) 4:20 PM**
 - a. Action Items (review from prior month)

- 4. FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard 4:40 PM**
 - a. February Financial Report – Review and Approve**
 - b. Placer AI Discussion and Action**

- 5. EXTERNAL PARTNER REPORTS 4:50 PM**
 - a. City of West Hollywood (Laura Biery, Paolo Kespradit, Laura D’Ambrosia)
 - BID Collections Update
 - Swearing in of Meghan Keane
 - b. West Hollywood Chamber of Commerce (Genevieve Morrill)
 - CEO Succession

- 6. BID MANAGEMENT REPORT 5:00 PM**
 - a. Executive Director Report (Greg Rang)
 - Receive and File
 - Community Updates
 - Newsletter Programming for Next Month
 - Design WeHo Recap
 - Pride
 - **Website Advertising for WHDD Businesses and Affiliates Discussion and Action**
 - **MediaMax Discussion and Action**
 - **Legends (LCDQ/Design LA) Strategy Discussion and Action**

- b. BID Manager (Genevieve Morrill)
 - Banner Report
 - Updated Board of Governors and Affiliate Outreach Template Letter
 - RFP Response to the City

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| 7. COMMITTEE REPORTS | 5:20 PM |
| a. Executive Committee Report (Caitlin Penny) | |
| b. Nominations Committee Report (Gary) | |
| c. Holidays (TBD) | |
| 8. BOARD MEMBER COMMENTS | 5:50 PM |
| 9. PUBLIC COMMENTS | 5:55 PM |
| 10. ADJOURNMENT OF BOARD MEETING | 6:00 PM |

NEXT MEETING: April 16, 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:

Date: March 14, 2025

Signature: \\Catherine Ross\\

Office of the City Clerk