

# THE SUNSET STRIP

Sunset Strip Business Improvement District Advisory Board Meeting

Date/Time: Monday, April 21, 1:30PM-3PM

Location: Mondrian | Gallery A  
8440 Sunset Blvd | West Hollywood

## BOD MEETING AGENDA

**Monday, April 21, 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. Welcome New Board Member Narbeh Ghazalian, Dialog Café
  - d. Review & Approve February and March Minutes
- 2) **FINANCIAL REPORT – John-Baptiste Godard** **1:40 PM**
  - a. Review and Approve February and March Financial Reports
- 3) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** **1:50 PM**
  - a. Best Practices and Policies
  - b. Bylaw Discussion and Action
  - c. BID Assessment Fee Waiver Discussion and Action
  - d. RFP for Social Media – Call for Ad Hoc Committee to Review Proposals
  - e. Financial Year 2024-2025
    - Review and Approve Annual Report
    - Review and Approve Projected Budget
    - Review and Approve Projected Program of Work
- 4) **EXTERNAL PARTNER REPORTS** **2:00 PM**
  - a. West Hollywood Sheriff's Report – Acting Captain Fanny Lapkin
  - b. Canyon Country LA – Eugene Wade
    - Social Media Report
  - c. JJLA
    - Tequila Sunset May 1-5
    - Spinning Sunset – June 14/15
  - d. Lucky Break PR – Sahra Simpson
  - e. West Hollywood Chamber of Commerce – Genevieve Morrill
    - State of the City 2025 Sponsorship Discussion and Action
  - f. City of West Hollywood – Laura Biery
    - Swearing in of Christina Fry, Carl Hubbard, and Narbeh Ghazalian
    - Olympic Art Program Presentation (Rebecca Ehemann)
- 5) **BOARD MEMBER COMMENTS** **2:50 PM**
- 6) **PUBLIC COMMENTS** **2:55 PM**
- 7) **ADJOURNMENT** **3:00 PM**

**NEXT MEETING: June 16, 2025**

### AFFIDAVIT OF POSTING

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