



BID BOD MEETING – AGENDA

WEDNESDAY, MAY 21, 2025

BID MEETING: 4:00PM TO 6:00PM

LOCATION NAME: KIMPTON LA PEER HOTEL (CONFERENCE ROOM)
LOCATION ADDRESS: 627 N LA PEER DR, WEST HOLLYWOOD, CA 90069

- 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 April 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. April Financial Report – Review and Approve**
 - b. BID Collections Discussion

- 5. EXTERNAL PARTNER REPORTS 4:50 PM**
 - a. City of West Hollywood (Laura Biery, Paolo Kespradit, Laura D’Ambrosia)
 - Swearing in of Clementine Todorov, Ornare
 - b. West Hollywood Chamber of Commerce (Genevieve Morrill)

- 6. BID MANAGEMENT REPORT 5:00 PM**
 - a. Executive Director Report (Greg Rang)
 - **Web Blog Duration Discussion and Action**
 - **Website - Notice Received Discussion and Action**
 - **Johanna Bjork Design Proposal Discussion and Action**
 - Media Max: Social Media Launched 5/12
 - Social Media: April Results from Ballantines
 - **Social Media Usage Discussion and Action**
 - ICA Heart of ICA Update
 - Assessments
 - b. BID Manager (Genevieve Morrill)
 - Updated Letter Template

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

NEXT MEETING : Wednesday, June 18, 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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Signature: \\Alyssa T. Poblador\\
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