

THE SUNSET STRIP

Sunset Strip Business Improvement District Advisory Board Meeting
Location: Mondrian | Gallery A
8440 Sunset Blvd | West Hollywood

BOD MEETING AGENDA (Revised 6/12/25)

Monday, June 16, 2025
1:30 PM

- 1) **CALL TO ORDER/CHAIR REPORT – Brett Letteri** **1:30 PM**
 - a. Self-Introductions/Roll Call (Andrea Entz)
 - b. Board Comments on Agenda
 - c. Review & Approve April Minutes
 - d. New Board Member Discussion and Action
 - i. Val Caruso, Supreme
 - ii. James Dinnall, Andaz

- 2) **FINANCIAL REPORT – John-Baptiste Godard** **1:45 PM**
 - a. Review and Approve April and May Financial Reports

- 3) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** **1:50 PM**
 - a. BID Contract Renewal
 - b. Sunset Strip Website Update
 - c. JJLA Extension Budget Discussion and Action
 - d. Spinning Sunset Update
 - e. Discussion + Action on Social Media Finalist
 - f. Doug Locke's Cabaret Sponsorship Discussion + Action
 - g. Potential Board Members
 - h. A Visual History of the World-Famous Sunset Strip Discussion

- 4) **EXTERNAL PARTNER REPORTS** **2:40 PM**
 - a. Lucky Break PR – Sahra Simpson
 - b. City of West Hollywood – Laura Biery, Paolo Kespradit, Laura D'Ambrosia
 - a. SSBID District Renewal with Reduced Assessment Rates for Categories 1-15
 - b. Public Hearing on 6/23 (Waiver Requests and Delinquent Payment Procedures)
 - c. Business Task Force
 - d. Weho Loves Locals 2.0 and Gift Card Program
 - c. West Hollywood Sheriff's Report – Lt. Fanny Lapkin
 - d. 10twentyfour – Eugene Wade
 - e. West Hollywood Chamber of Commerce – Genevieve Morrill

- 5) **BOARD MEMBER COMMENTS** **2:55 PM**

- 6) **PUBLIC COMMENTS** **2:57 PM**

- 7) **ADJOURNMENT** **3:00 PM**

NEXT MEETING: August 18, 2025

AFFIDAVIT OF POSTING

State of California)
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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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