

West Hollywood Travel + Tourism Board of Directors Meeting
Date/Time: Wednesday, June 25, 2025 at 12:00 pm
Location: Pendry West Hollywood
8430 W Sunset Blvd
West Hollywood, CA 90069



TRAVEL + TOURISM BOARD

Privacy & Anti-Trust

It is important that representatives of the participating hotels and West Hollywood Travel + Tourism Board remember that our actions are subject to antitrust and competition laws. Antitrust concerns are heightened when participants are competitors of one another. Accordingly, we must be careful to avoid even the appearance of engaging in any inappropriate conduct, both during the formal meeting and in any informal discussions.

AGENDA

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| 1) CALL TO ORDER/CHAIR REPORT | Bill Karpiak |
| a) Board Election-Directors for Term 25-27 | 12:00pm-12:10pm |
| b) Board Election - Officer Term 24-26 – Secretary | |
| c) Approval of Board Documents (Bylaws, COI, Records & Retention Policy) | |
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| 2) PUBLIC COMMENTS | Bill Karpiak |
| | 12:10pm-12:15pm |
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| 3) MEETING MINUTES | Bill Karpiak |
| a) January 29, 2025 | 12:15pm-12:20pm |
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| 4) FINANCIAL REPORTS | Tom Kiely |
| a) January 2025 – May 2025 | 12:20pm-12:30pm |
| b) Approval FY 25/26 Budget | |
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| 5) CEO REPORT | Tom Kiely |
| a) FY 24/25 Financial Update | 12:30pm-12:50pm |
| b) FY 25/26 Budget Overview | |
| c) Expected Visitor Trends FY 25/26 | |
| d) Cal Travel/Visit California Update | |
| e) TBID Renewal Discussion | |
| f) FY 25/26 Business Plan & Resource Guide | |
| g) 2024 West Hollywood Tourism Economic Impact Report & VWH ROI Organizational Report | |
| h) Annual Audit | |
| i) General Comments | |
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| 6) MARKETING UPDATE | Jeff Morris |
| a) Calendar Year to date Advertising Overview & Results | 12:50pm-1:10pm |
| b) Owned Media Update & Data Review | |
| c) Brand Research Overview | |
| d) Promotional & Brand Plans | |
| e) Communications Update | Eric Parker |
| 1. Earned Media + Media FAMs | 1:10pm-1:20pm |

- 7) BUSINESS DEVELOPMENT UPDATE
 - a) West Hollywood Lodging Reports & Data
 - b) Highlights & Activities (Jan – June 2025)
 - c) Plans & Strategies for FY 25/26

Sean Keliioholokai
1:20pm-1:40pm

- 8) BOARD MEMBER COMMENTS

1:40pm-1:50pm

- 9) ADJOURNMENT

2:00pm

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: June 18, 2025
Signature: \\Alyssa T. Poblador\\
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