



**BID BOD MEETING – AGENDA**

**Wednesday, March 18, 2025**

**Location Name: Kimpton La Peer Hotel**

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

**BID Meeting: 4:00PM to 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 4:05 PM**
  
- 3. CHAIR REPORT – Caitlin Penny (Chair) 4:10 PM**
  - a. Action Items (review from prior month)
  
- 4. FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard 4:15 PM**
  - a. February Financial Report – Review and Approve**
    - Update on New Expenses
  - b. BID Collections % Update (Paolo Kespradit)
  
- 5. EXTERNAL PARTNER REPORTS 4:25 PM**
  - a. City of West Hollywood (Laura Biery, Paolo Kespradit, Laura D’Ambrosia)
  - b. Ballantines (Karli Webster)
    - **Influencer Strategy Discussion and Action**
  
- 6. BID MANAGEMENT REPORT 4:40 PM**
  - a. Executive Director Report (Greg Rang)
    - ArtWalk Recap
      - 1. Fall Concept Discussion and Action**
    - **Design West Hollywood Discussion and Action**
    - **WHDD Job Postings Discussion and Action**
    - **FABRIK Fee Discussion and Action**
    - **Satellite Event and Social Strategy Discussion and Action**
    - **Swing Media Discussion and Action**
    - **AI Policy Adoption Discussion and Action**
    - Affiliate Membership Update and Discussion

- b. BID Manager (Len Lanzi)
  - **Annual Report Draft Discussion and Action** (Nalani Santiago)

**7. COMMITTEE REPORTS** **5:10PM**

- a. Executive Committee Report (Caitlin Penny)
- b. Nominations Committee Report (Gary Trudell)
  - **Board and Affiliate Nominees Discussion and Action**

**8. BOARD MEMBER COMMENTS** **5:40PM**

- a. Design LA Post Event Recap (Tobi Nierob and Gary Trudell)

**9. PUBLIC COMMENTS** **5:50PM**

**10. ADJOURNMENT OF BOARD MEETING** **6:00PM**

**NEXT MEETING: Wednesday, April 15, 2026**

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 13, 2026  
Signature: \\Lulu Morales\  
Office of the City Clerk