



**CITY OF WEST HOLLYWOOD
BUSINESS TASK FORCE**

Wednesday, September 10, 2025, at 2:00 P.M.

Location: West Hollywood City Hall, 8300 Santa Monica Blvd, Santa Monica Blvd, West Hollywood, CA 90069 – 1st Floor Community Meeting Room

MEETING NOTES

I. Introduction of Task Force Members:

Present: Austin Monroe, Jonathan Cottrell, Michael Palmieri, Kody Christiansen, Joshua Gafni, Leslie Haro, Clementine Todorov, Craig Susser

City of West Hollywood Staff:

Present: Laura Biery, Paolo Kespradit, Laura D’Ambrosia, Adrienne Rosas

II. Business Organizations Overview

Introduction of: Genevieve Morrill – President/CEO, West Hollywood Chamber of Commerce and Sunset Strip Business Improvement District Manager; Gregory Rang, Executive Director – West Hollywood Design District; Tom Kiely – President/CEO, West Hollywood Travel + Tourism Board; Seta Zorabian, Program Manager - Los Angeles County Economic Development Corp; Adam Fowler, Economist/Founder Partner - CVL Economics

Genevieve Morrill provided a history of the West Hollywood Chamber of Commerce and its work within the City of West Hollywood.

Gregory Rang provided information on the upcoming West Hollywood Design District event, ArtWalk on Saturday, September 20, 2025.

Tom Kiely provided information on Visit Hollywood, the managing board for the Tourism Business Improvement District (TBID) dedicated to positioning West Hollywood as the world’s most vibrant urban oasis.

Seta Zorabian with LAEDC discussed assistance to businesses and information about WeHoWorks career resource center.

Adam Fowler with CVL Economics provided a presentation on an economic impact analysis of West Hollywood signature events to understand how signature events influence the City’s business landscape and operational dynamics.

The events included in the economic impact analysis study are:

- WeHo Mishka Festival – May 18th
- WeHo Pride Weekend – May 30th – June 1st
- AIDS Walk LA – October 12th
- West Hollywood Halloween Carnaval – October 31st

The study will estimate new spending, tax revenues, jobs, and less tangible benefits to provide a comprehensive view of event impacts.

Laura Biery introduced David Wilson, City Manager, to the task force members.

III. Quarterly Economic Update

Laura D'Ambrosia presented the economic data & economic study update (2nd quarter 2025)

Task Force Members asked questions and provided feedback about the economic data including information on the visitor profile, Economic Study action item related to rideshare incentives, and ways to separate information from residents versus visitors.

Paolo Kespradit responded to the Task Force inquiries.

Task Force Members inquired about the new and closed businesses data set, requesting for additional information and clarification on the source of the data. Task Force Members expressed need to re-look at how the information was presented.

Laura Biery and Paolo Kespradit responded that staff will re-look at the chart and modify for future quarterly reports based on the Task Force's recommendations.

Task Force Member asked if this City was looking to conduct a study of minimum wage effect to local businesses.

Paolo Kespradit responded that the City is not conducting a study at this time.

IV. Business Task Force Work Plan

Laura D'Ambrosia and Paolo Kespradit provided an introduction and discussion of four potential priority focus areas for the Task Force for upcoming meetings: *1) Develop targeted business attraction and retention strategies for new and existing businesses, including addressing vacancies; 2) Create support and incentives for BIPOC, Women-, LGBTQ+-, and City Resident-owned small businesses; 3) Position the City as a destination of choice for visitors during the upcoming major national and global special events coming to the greater Los Angeles area; 4) Create economic opportunities with hiring, training and retaining quality jobs*

Task Force Members discussed the draft priority focus areas and approved the following changes:

- Focus Area #3 – focus on upcoming major events including the world cup, super bowl, etc. Task members also agreed to focus on local events.

- Focus Area #3 language was discussed and agreed upon to change to the following: *Position the City as a destination of choice for visitors with activations and events in conjunction with special events coming to the greater Los Angeles area.*
- Focus Area #4 language was discussed and agreed upon to change to the following: *Create sustainable economic strategies to address the rising costs of doing business.*

The Task Force unanimously agreed to the following revised four priority focus areas:

1. Develop targeted business attraction and retention strategies for new and existing businesses, including addressing vacancies
2. Create support and incentives for BIPOC, Women-, LGBTQ+-, and City Resident-owned small businesses.
3. Position the City as a destination of choice for visitors with activations and events in conjunction with special events coming to the greater Los Angeles area.
4. Create sustainable economic strategies to address the rising costs of doing business.

V. Comments from Public

- None

VI. Next Steps & Adjournment

Staff will work to schedule each focus area within the remaining Task Force Meetings at one focus area per meeting.

The meeting was adjourned to Wednesday, November 12, 2025, at 2 p.m. via Zoom.



