



**BID BOD MEETING – AGENDA**

Wednesday, **April 15, 2026**

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 March 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. **March Financial Report – Review and Approve**
  - 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)
    - Arts Division
  - b. Ballantines (Trinity Eugenio)
    - Social Media Global Content Strategy
  - c. Design West Hollywood (Kelsey Dodson Smith, Jo Fuji Campbell)
    - Presentation from event producers, **discussion & any action**
  
- 6. BID MANAGEMENT REPORT 4:40 PM**
  - a. Executive Director Report (Greg Rang)
    - Fall ArtWalk - Modern Luxury, Gemini GEL, updates, **discussion & any action**
    - Affiliate/ArtWalk updates, Hauser & Wirth, Alba; **discussion & any action**
    - MediaMax - opportunity to downshift May/June from \$7K per mo to \$5K/mo, and apply those savings to Aug/Sept for DWH and ArtWalk; **discussion & action**

- LA28 - Rampla.org – update, **discussion & any action**
- Community Updates - Now Open: Toast, Spencer's, Sporty & Rich, Pascal; Opening Spring '26: Aime Leon Dore – **discussion & any action**

b. BID Manager (Len Lanzi)

- **Swing Media Contract Extension Discussion and Action**

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| <b>7. COMMITTEE REPORTS</b>                                 | <b>5:00PM</b>  |
| a. Executive Committee Report (Caitlin Penny)               |                |
| b. Design West Hollywood Ad Hoc (Caitlin Penny)             |                |
| c. Nominations Committee Report (Gary)                      |                |
| • <b>Board and Affiliate Nominees Discussion and Action</b> |                |
| <b>8. BOARD MEMBER COMMENTS</b>                             | <b>5:05 PM</b> |
| <b>9. PUBLIC COMMENTS</b>                                   | <b>5:10PM</b>  |
| <b>10. ADJOURNMENT OF BOARD MEETING</b>                     | <b>5:15 PM</b> |

**NEXT MEETING: Wednesday, May 20, 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 I posted this agenda on:

Date:            April 10, 2026

Signature:      Eric Matikosh  
                     Office of the City Clerk