

West Hollywood Marketing & Visitors Bureau  
Board of Directors Meeting  
March 23, 2011 - 5:00p.m.  
The Lot - Commissary

AGENDA

- |   |                 |
|---|-----------------|
| I. Call to Order/Chair's Report                                       | Greg Harless    |
| 1. Executive Committee Nomination for Secretary – Jamie Adler         | 5:00pm-5:05pm   |
| 2. Board Policy – Potential Conflict of Interests                     |                 |
| II. Meeting Minutes   | Brad Burlingame |
| 1. January 19, 2011 meeting minutes                                   | 5:05pm-5:10pm   |
| III. Financial Reports  | Michel Morauw   |
| 1. November 2010  | 5:10pm-5:15pm   |
| 2. December 2010  |                 |
| 3. January 2011   |                 |
| IV. CEO Report  | Brad Burlingame |
| 1. Market Performance Review  | 5:15pm-6:00pm   |
| Final 2 <sup>nd</sup> Quarter Revenue & Preliminary January 2011 data |                 |
| 2. 2010 Economic Impact Study Overview                                |                 |
| 3. MVB Retirement program implementation                              |                 |
| 4. MVB Office space   |                 |
| 5. MVB support for WH Library   |                 |
| 6. New Programming Activation update                                  |                 |
| A. Consortium Advertising/Trade Show                                  |                 |
| B. Fashion Postponement   |                 |
| C. Film Marketing   |                 |
| 7. Social Media Programming Update                                    | Scott Kramer    |
| 8. West Hollywood Map production                                      |                 |
| 9. New York Sales Mission and South by Southwest - report             |                 |
| V. New Business   | 6:00pm-6:05pm   |
| 1. None   |                 |
| VI. Unfinished Business   |                 |
| 1. None   |                 |
| VII. Board Member Comments  | 6:05pm-6:10pm   |
| VIII. Community Comments  | 6:10pm-6:15pm   |
| IX. Adjournment   | 6:20pm          |

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I declare under penalty of perjury that I am employed by the City of West Hollywood, in the Administrative Services Department, in the Office of the City Clerk and that I posted this agenda on:

Date:                   **March 17, 2011**

Signature: \_\_\_\_\_  
                  **Office of the City Clerk**