

# THE AVENUES

ART, FASHION & DESIGN DISTRICT  
WEST HOLLYWOOD

## Board of Directors Meeting

Date/Time: Wednesday, October 5, 2011, at 4:00 pm  
Location: Phyllis Morris, 655 N. Robertson Blvd, West Hollywood

### AGENDA

- 1) CALL TO ORDER Darren Gold  
4:00pm
  - a) Self Introductions/Roll Call
  - b) Posting of Agenda
  - c) Board Comments on Agenda
- 2) APPROVAL OF Agenda and MINUTES Darren Gold  
4:05pm
- 3) RECEIVE, APPROVE & FILE FINANCIALS Allan Dallatorre  
4:10pm
- 4) PRESENTATION – AVENUES STREETScape Anne McIntosh  
4:15pm
- 5) NEW BUSINESS Darren Gold  
4:25pm
  - a) Underground Power Lines
  - b) Divine Design
  - c) Vote: Holiday Walk Date, theme direction
- 6) UNFINISHED BUSINESS Darren Gold  
4:40pm
  - a) Update: Holiday decorations
  - b) Social Media Instruction – MultiBrain
  - c) Day for the Trade – Date recommendation, Direction
  - d) Update: Art on The Avenues (Event, Pacific Standard Time)
  - e) Wrap Up: Fashion's Night Out
  - f) General Plan - Receive update on General Plan
  - g) Vote: Fur Ban – Further Action
- 7) EXECUTIVE DIRECTOR REPORT Ryan Farber  
5:05pm
  - a) Newsletter – guest articles
  - b) Sponsorship Update
- 8) CITY / WHMVB / CHAMBER REPORTS 5:10pm

Brad Burlingame, Maribel Louie, Genevieve Morrill
- 9) BOARD MEMBER/COMMUNITY COMMENTS 5:15pm

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting. If you require special assistance to attend (e.g., transportation) or to participate in this meeting (e.g., a signer for the hearing impaired), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6409 at least 48 hours prior to the meeting. For information on public transportation, call 1-800-COMMUTE or go to [www.mta.net](http://www.mta.net). The City TDD line for the hearing impaired is (323) 848-6496.

Written material distributed to the Board of The Avenues: Art, Fashion & Design District within 72 hours of the Board meeting is available for public inspection immediately upon distribution. Please call 310/289-2434 to make arrangements to inspect them. They will also be available for inspection during the Board meeting at the staff liaison's table.

8687 Melrose Avenue, Suite M38; West Hollywood, CA 90069; Tel. 310.289.2534; Fax 310.289.2529

#### 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 Administrative Services Department, in the Office of the City Clerk and that I posted this agenda on:

Date: September 28, 2011

Signature:   
Office of the City Clerk