

Visit West Hollywood  
Board of Directors Meeting  
November 14, 2012 – 5:00pm  
Pacific Design Center, Conference Room B259

AGENDA

- |  |                 |
|--|-----------------|
| I. Call to Order/Chair's Report                        | Greg Harless    |
| 1. Nomination of board candidate                       | 5:00pm-5:05pm   |
| A. Ed Costa, General Manager, London West Hollywood    |                 |
| II. Meeting Minutes                                    | Jamie Adler     |
| 1. October 3, 2012 meeting minutes                     | 5:05pm-5:10pm   |
| III. Financial Reports                                 | Mike Perdigao   |
| 1. August 2012   | 5:10pm-5:15pm   |
| IV. CEO Report   | Brad Burlingame |
| 1. Hotel Performance Update                            | 5:15pm-5:30pm   |
| 2. American Express Business Insights research         |                 |
| 3. City of West Hollywood "End of the World" promotion |                 |
| V. New Business  | 5:30pm-6:00pm   |
| 1. Hotel Assessment Increase Proposal                  |                 |
| VI. Unfinished Business                                | 6:00pm          |
| 1. None  |                 |
| VII. Board Member Comments                             | 6:00pm-6:05pm   |
| VIII. Community Comments                               | 6:05pm-6:10pm   |
| IX. Adjournment  | 6:10pm          |

By action of the board, materials will be distributed electronically to the West Hollywood Marketing & Visitors Bureau board within 72 hours of the West Hollywood MVB Board of Directors meeting. Materials are available for public inspection immediately upon distribution at the West Hollywood Marketing & Visitors Bureau at 8687 Melrose Avenue, Suite M38, West Hollywood, CA 90069 during normal business hours. A hard copy will also be available for inspection during the West Hollywood Marketing & Visitors Bureau meeting in PDC Conference Room B259.