

Visit West Hollywood  
Board of Directors Meeting  
January 16, 2013 – 5:00pm  
Pacific Design Center, Conference Room B259

AGENDA

- |  |                 |
|--|-----------------|
| I. Call to Order/Chair's Report                                | Greg Harless    |
| 1. Resignation of Philip Dailey                                | 5:00pm-5:10pm   |
| 2. Board Development   |                 |
| II. Meeting Minutes  | Jamie Adler     |
| 1. November 14, 2012 meeting minutes                           | 5:10pm-5:15pm   |
| III. Financial Reports   | Mike Perdigao   |
| 1. September 2012  | 5:15pm-5:20pm   |
| 2. October 2012  |                 |
| 3. November 2012   |                 |
| IV. CEO Report   | Brad Burlingame |
| 1. West Hollywood Hotel Performance Update                     | 5:20pm-5:35pm   |
| 2. Media Report  |                 |
| A. Aussies in WeHo story                                       |                 |
| 3. LA Tourism Collaboration                                    |                 |
| A. Discover LA website   |                 |
| B. LGBT Market Development/Gay Pride Study                     |                 |
| 4. New Year's Facebook Campaign                                |                 |
| V. New Business  |                 |
| 1. None  |                 |
| VI. Unfinished Business  | 5:35pm-5:50pm   |
| 1. Hotel Assessment Increase Proposal Update                   |                 |
| A. Legal Counsel retained                                      |                 |
| B. Consider consulting firm to assist in strategic development |                 |
| VII. Board Member Comments                                     | 5:50pm-5:55pm   |
| VIII. Community Comments                                       | 5:55pm-6:00pm   |
| IX. Adjournment  | 6:00pm          |

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.