

Visit West Hollywood
Strategic Planning Retreat
February 15, 2014 – 9:00am
Andaz West Hollywood

AGENDA

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| I. Call to Order & Welcome | Chris Bonbright, Chair
9:00am-9:05am |
| II. Introduction of Coraggio Group consulting firm | Brad Burlingame, CEO
9:05am-9:10am |
| III. General Work Session 1 | Trever Cartwright &
Matthew Landkammer
9:10am-10:20am |
| IV. Break | 10:20am-10:35am |
| V. General Work Session 1 | 10:35am-12:00pm |
| VI. Lunch | 12:00pm-12:30pm |
| VII. General Work Session 2 | 12:30pm-1:30pm |
| VIII. Break | 1:30pm-1:45pm |
| IX. General Work Session 2 | 1:45pm-2:45pm |
| X. Community Comments | 2:45pm-3:00pm |
| XI. Adjournment | 3:00pm |

By action of the board, materials will be distributed electronically to the Visit West Hollywood board within 72 hours of the Visit West Hollywood Board of Directors meeting. Materials are available for public inspection immediately upon distribution at Visit West Hollywood 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 Visit West Hollywood Strategic Retreat meeting at Andaz West Hollywood 8401 Sunset Blvd., West Hollywood, CA 90069.