

Visit West Hollywood  
Board of Directors Meeting  
April 9, 2014 – 5:00pm  
Pacific Design Center, Conference Room B259

AGENDA

- |   |                                  |
|---|----------------------------------|
| I. Call to Order/Chair's Report             | Chris Bonbright<br>5:00pm-5:05pm |
| II. Meeting Minutes                         | Mike Perdigao<br>5:05pm-5:10pm   |
| 1. January 15, 2014 meeting minutes         |                                  |
| III. Financial Reports                      | Lin Schatz<br>5:10pm-5:15pm      |
| 1. December 2013                            |                                  |
| 2. January 2014                             |                                  |
| IV. CEO Report                              | Brad Burlingame<br>5:15pm-6:15pm |
| 1. Hotel Performance/Market Update          |                                  |
| 2. 2013 WH Research Summary                 |                                  |
| 3. Australia Report                         |                                  |
| 4. Exhibit Booth production                 |                                  |
| 5. CRM Implementation                       |                                  |
| 6. Staff Updates/New hires                  |                                  |
| 7. Office Move                              |                                  |
| 8. Strategic Plan Update                    |                                  |
| 9. Budget/Revenue Projections FY14-15/15-16 |                                  |
| V. New Business                             |                                  |
| 1. None                                     |                                  |
| VI. Unfinished Business                     | 6:15pm-6:30pm                    |
| 1. Sponsorship Policy Development           |                                  |
| VII. Board Member Comments                  | 6:30pm-6:35pm                    |
| VIII. Community Comments                    | 6:35pm-6:40pm                    |
| IX. Adjournment                             | 6:40pm                           |

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 meeting in PDC Conference Room B259.