

Visit West Hollywood
Special Meeting
December 2, 2014 – 12:00pm
Pacific Design Center, Conference Room B259

AGENDA

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| I. Call to Order/Chair's Report | Chris Bonbright
12:00pm-12:05PM |
| II. Meeting Minutes | Mike Perdigao
12:05pm-12:10pm |
| 1. July 16, 2014 meeting minutes | |
| 2. September 17, 2014 meeting minutes | |
| III. Financial Reports | Lin Schatz
12:10pm-12:20pm |
| 1. May 2014 | |
| 2. June 2014 | |
| 3. July 2014 | |
| 4. August 2014 | |
| 5. September 2014 | |
| IV. CEO Report | Brad Burlingame
12:20pm-1:05pm |
| 1. Video Summary | |
| 2. Hotel Performance Update | |
| 3. Website Update | |
| 4. New Collateral – newsletter & letterhead | |
| 5. Update on Advertising development by M&C Saatchi | |
| 6. Proposed new staff position – VP of Operations & Strategic Planning | |
| 7. Proposal for Sponsorship of WH AIDS Memorial | |
| V. New Business | |
| 1. None | |
| VI. Unfinished Business | |
| 1. None | |
| VII. Board Member Comments | 1:05pm-1:10pm |
| VIII. Community Comments | 1:10pm-1:15pm |
| IX. Adjournment | 1:15pm |

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 M60, 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.