

Visit West Hollywood
Board of Directors Meeting
March 18, 2015 – 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. January 21, 2014 meeting minutes | |
| III. Financial Reports | Lin Schatz
12:10pm-12:20pm |
| 1. November 2014 | |
| 2. December 2014 | |
| 3. January 2015 | |
| IV. CEO Report | Brad Burlingame
12:20pm-1:15pm |
| 1. Staff Updates | |
| A)VP of Operations & Strategic Planning hire | |
| B)VP of Marketing & Sales search | |
| 2. Annual Research/Economic Report Update – Lauren Schlau | |
| 3. 2014-2015 FY Budget Update – Bill Hynes | |
| 4. VisitWestHollywood.com – A Year of Growth | |
| A)Website Update – Erin Pedraja | |
| V. New Business | |
| VI. Unfinished Business | |
| 1. Destination Development Plan Update | 1:15pm-1:35pm |
| 2. Go WeHo Launch | |
| A) Local Promotion | |
| B) Media/PR Proposal | |
| VII. Board Member Comments | 1:35pm-1:40pm |
| VIII. Community Comments | 1:40pm-1:45pm |
| IX. Adjournment | 1:45pm |

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.