

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD
MEETING MINUTES**

Tuesday, October 6, 2015 – 10:30 a.m.

BOA Steakhouse,
9200 Sunset Boulevard, West Hollywood

- I. **CALL TO ORDER:** Sunset Strip BID Advisory Board meeting was called to order by Chair Lee Maen at 10:30 a.m.

A. **Roll Call:**

Present: Chairman - Lee Maen
Vice Chair- Brett Latteri
Advisory Board Member - Amanda Browning
Advisory Board Member - Norbert Relecker

Absent: Advisory Board members Stacy Bower, Lin Schatz and John Terzian.

Also Present: City of West Hollywood Staff: Shahiedah Coates, Assistant City Attorney; Arts and Economic Development Manager Maribel Louie; Economic Development Analyst Laura Minnich; Administrative Specialist IV Prentis Bonds, Jr.; and Public Safety Director Kristin Cook.

Approval of the of September 2, 2015 meeting minutes

Motioned by Board member Relecker, seconded by Board member Browning.

D. **Public Comment**

None

II. **CONSENT CALENDAR**

The following routine matters were acted upon by one motion. No items were removed from the Consent Calendar for separate discussion under Excluded Consent Calendar.

Motioned by Board member Relecker, seconded by Board Member Browning and approved.

A. **Posting of the Agenda**

The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library, and the West Hollywood Sheriff's Station.

ACTION: Receive and file.

III. **UNFINISHED BUSINESS**

A. **Adoption of Sunset Strip Business Improvement District Bylaws**

The Board reviewed and considered adoption of draft bylaws for the Sunset Strip Business Improvement District.

ACTION: Adopt Sunset Strip Business Improvement District Bylaws.

Motioned by Board member Relecker, seconded by Board member Latteri and approved.

B. Website and Social Media of the Previous Advisory Board

The Board received an update from staff on its negotiations to acquire the website domain of www.TheSunsetStrip.com and the social media handles of @theSunsetStrip for Facebook, Twitter and Instagram.

Assistant City Attorney Shahiedah Coates and Economic Development Analyst Laura Minnich jointly reported on communications with the Sunset Strip Business Association and as a result, The Sunset Strip Business Association expressed interest in retaining ownership of the website domain www.TheSunsetStrip.com and @theSunsetStrip social media handles. The Sunset Strip Business Association also expressed interest in partnering with the Sunset Strip BID Advisory Board on marketing and communications. Assistant City Attorney Coates suggested the Board continue its communication with the Sunset Strip Business Association.

The Board concurred with Assistant City Attorney Coates suggestion, and it was the consensus of the Board that Chair Maen and Vice Chair Latteri continue negotiations with the Sunset Strip Business Association on behalf of the Board and report back to the Board at the November 10, 2015 special meeting.

ACTION: Authorize Chair Maen and Vice Chair Latteri to continue negotiations with Sunset Strip Business Association regarding acquiring website domain of www.TheSunsetStrip.com and the social media handles of @theSunsetStrip for Facebook, Twitter and Instagram. **Moved by Board member Browning, seconded by Board Member Relecker and approved.**

C. Fiscal Year 2015-2016 Budget

The Board reviewed and considered approval of budget modifications for the Sunset Strip Business Improvement District FY 2015-2016 Budget and Work Plan.

Economic Development Analyst Laura Minnich provided an overview on the item, distributed additional documentation on Social Vocational Services and Block by Block and noted the budget indicates updated figures. The deployment schedule for Block by Block was reduced. Additionally, the City provides liability insurance for Board members. The City does not recommend reduction in the deployment schedule for Social Vocational Services nor a reduction in the legal fees budget at this time.

Block by Block deployment schedule and personnel include three (3) persons per night from Tuesday – Saturday. Deployment floats depending on events within the BID. Social Vocational Services deployment schedule includes three (3) persons from 6 a.m. to 2 p.m.

ACTION: Approved Fiscal Year 2015-2016 Budget noting the Board's authority to amend legal fees and the budget.

Motioned by Board member Relecker seconded by Board member Browning and approved.

IV. NEW BUSINESS

A. Sunset Strip Street Pole Banner Revenue

The Board received a presentation from staff on Sunset Strip Street Pole Banner Revenue and provided direction as applicable.

Assistant City Attorney Shahiedah Coates provided a brief overview on the item and indicated the City is operating under its current policy that the Sunset Strip Business Association administers and receives revenue from the Sunset Strip Street Pole Banner Program. The Sunset Strip BID Advisory Board does not affect this policy and banner revenue is not included in the BID's current operating budget. However, the Board can request staff communicate its desire to acquire the Sunset Strip Street Pole Banner revenue to City Council.

Board members spoke in opposition to the Sunset Strip Business Association administration of the street pole banner program and revenue and took the following action:

ACTION: Direct staff to explore the feasibility and next steps regarding acquiring Sunset Strip Street Pole Banner revenue in addition to outlining how potential revenue could be spent to enhance BID operations as well as a draft "letter"/staff report to City Council of the Board's interest in this matter.

Motioned by Board member Browning, seconded by Chair Maen and approved.

B. Marketing Efforts – Visit West Hollywood

The Board received a presentation from Alex Stettinski, Vice President, Operations & Strategic Planning, Visit West Hollywood regarding current and future Visit West Hollywood marketing programs that highlight Sunset Strip businesses.

Mr. Stettinski presented a Powerpoint presentation detailing Visit West Hollywood's intense work plan to market the City and the Sunset Strip as the West coast destination locally, nationally and internationally. The presentation included information about Visit West Hollywood's video advertising, pay-per-click marketing, content marketing, Facebook, Twitter, and Instagram. Visit West Hollywood has 17,000 Twitter, 130,000 Facebook, and 5,000 Instagram followers. Approximately half of the stats cited applied to the Sunset Strip with regards to hotel, nightlife, restaurants, etc. He spoke on a partnership with the Sunset Strip BID and Visit West Hollywood and expressed interest in continued dialogue with the Sunset Strip BID Advisory Board on how Visit West Hollywood could assist the BID with maintaining its presence.

ACTION: Receive and file.

V. EXCLUDED CONSENT

None.

VI. PUBLIC COMMENT

Genevieve Morrill, President/CEO, West Hollywood Chamber of Commerce spoke in support of the Sunset Strip BID Advisory Board acquiring the website domain www.TheSunsetStrip.com and social media handles.

VII. ITEMS FROM ADVISORY BOARD MEMBERS

None.

VIII. ITEMS FROM THE STAFF

Economic Development Analyst Laura Minnich spoke regarding sponsorships and indicated the city attorney is currently looking into sponsorship legalities. She also indicated sponsorships would be subject the approval of City Council. She also spoke regarding BID categories and assessments and indicated adding additional categories would require amending the BID Assessment and City Council approval.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Board advised staff on development of the November 10, 2015 special meeting agenda.

Agenda items shall include:

- West Hollywood Chamber of Commerce (*presentation*)
- Sunset Strip Street Pole Banner Revenue (*update*)
- Sunset Strip BID Categories and Assessment (*discussion item*)
- Website and Social Media of the Previous Advisory Board (*update*)
- Board member recommendation(s) to replace Board member Stacy Bower.

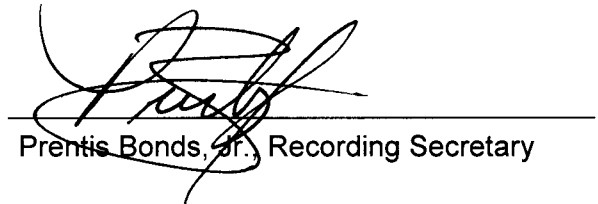
X. ADJOURNMENT

The Sunset Strip BID Advisory Board adjourned at noon to its next special meeting scheduled Tuesday, November 10, 2015 at 10:30 a.m. at BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.

Motioned by Board Member Browning, seconded by Board Member Relecker.



Lee Maen, Chair



Prentis Bonds, Jr., Recording Secretary