

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

Wednesday, February 10, 2016 – 3:00 p.m.

Location: BOA Steakhouse

9200 Sunset Boulevard, West Hollywood

Written materials submitted to the Sunset Strip Business Improvement District Advisory Board members within 72 hours of the Sunset Strip Business Improvement District Advisory Board meeting are available for public inspection immediately upon distribution in the Arts and Economic Development Division at 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Sunset Strip Business Improvement District Advisory Board meeting at the staff liaison's table. For a complete listing of the Sunset Strip Business Improvement District Agenda, please visit www.weho.org/bids.

I. CALL TO ORDER

- A. Roll Call
- B. Approval of the Agenda
- C. Approval of the January 13, 2016 Meeting Minutes
- D. Public Comment

The public is given the opportunity to address the Board on any item within its responsibility. At the discretion of the Board, speakers may be limited to three minutes each.

II. CONSENT CALENDAR

The following routine matters can be acted upon by one motion. Individual items may be removed by the Board for separate discussion. Items removed for separate discussion will be heard following Unfinished Business Items.

A. Posting of the Agenda

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

RECOMMENDATION: Receive and file.

B. Block by Block Monthly Report

The Board will receive the Block by Block Monthly Activity Summary Report for the past month.

RECOMMENDATION: Receive and file.

III. UNFINISHED BUSINESS

A. Board Nominations

The Board will discuss nominations to replace Board Member Bowers and Board Member Schatz.

RECOMMENDATION: Discuss nominations, vote to approve Board Member replacements, and provide direction as applicable.

B. Website and Social Media of the Previous Advisory Board

The Board will discuss and provide direction regarding the acquisition of the website domain of www.TheSunsetStrip.com, and social media handles of @theSunsetStrip for Facebook, Twitter, and Instagram.

RECOMMENDATION: Discuss and provide direction regarding the acquisition of the website domain of www.TheSunsetStrip.com, and social media handles of @theSunsetStrip for Facebook, Twitter, and Instagram.

IV. NEW BUSINESS

A. Presentation Regarding Traffic Impacts of Construction on Sunset

The Board will receive a presentation from City of West Hollywood staff regarding previous and upcoming traffic impacts of construction on Sunset Boulevard.

RECOMMENDATION: Receive presentation and provide direction as applicable.

B. RFP/RFQ for Public Relations Services

The Board will discuss and provide direction regarding the use of additional monies from the Sunset Strip street pole banners.

RECOMMENDATION: Direct staff to prepare a RFP/RFQ bid for public relations services.

V. EXCLUDED CONSENT

VI. PUBLIC COMMENT

The public is given the opportunity to address the Board on any item within its responsibility. At the discretion of the Board, speakers may be limited to three minutes each.

VII. ITEMS FROM BOARD MEMBERS

A. Sponsorship Ad Hoc Committee (Maen, Latteri)

VIII. ITEMS FROM THE STAFF

- A. Sunset Strip Street Pole Banner Update
- B. Assessment Collection Rate Update
- C. Trolley System Focus Group
- D. Homeless Count Update

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Board will advise staff on development of the March 9, 2016 meeting agenda.

X. ADJOURNMENT

The Sunset Strip BID Advisory Board will adjourn to its next meeting scheduled Wednesday, March 9, 2016 at 3:00 p.m., BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.

AFFIDAVIT OF POSTING

State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:

Date: 2/4/16
Signature: Beth Kona