

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD**

ADJOURNED MEETING MINUTES

Tuesday, March 8, 2016 – 3:00 p.m.

Location: BOA Steakhouse

9200 Sunset Boulevard, West Hollywood

I. CALL TO ORDER

The Sunset Strip BID Advisory Board meeting was called to order by Chairman Lee Maen at 10:00 a.m.

A. Oath of Office:

The Oath of Office was administered to newly appointed Advisory Board member Rod Gruendyke by the City's Arts and Economic Development Manager Maribel Louie.

B. Roll Call:

Present: Chairman – Lee Maen
Vice Chair – Brett Latteri
Board member – Rod Gruendyke
Board member – Norbert Relecker
Board member – John Terzian

Absent: Board Member – Bert Seneca

Also Present: Arts and Economic Development Manager Maribel Louie
Administrative Specialist IV Prentis Bonds, Jr.

C. Approval of the Agenda

Motioned by Vice Chair Latteri, seconded by Board member Terzian and approved.

D. Approval of the February 2016 Meeting Minutes

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

E. Public Comment

Mayor Pro Tempore Lauren Meister, CITY OF WEST HOLLYWOOD, congratulated Board member Gruendyke on his appointment to the Board. She spoke in support of the Sunset Strip BID Advisory Board and concerning a small business initiative that would be coming to the attention of City Council in the near future.

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion. There were no individual items removed by the Board for separate discussion under the Excluded Consent Calendar.

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.

ACTION: Receive and file.

B. Block by Block Monthly Report

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

ACTION: Receive and file.

C. Budget Update for Fiscal Year 2015-16

The Board received an updated budget regarding revenues and year to date expenditures for fiscal year 2015-16.

ACTION: Receive and file.

III. UNFINISHED BUSINESS

A. RFP/RFQ for Public Relations Services

The Board reviewed, discussed and considered approval of a Request for Proposals/Qualifications (RFP/RFQ) for public relations services.

Arts and Economic Development Manager Maribel Louie provided an overview of the RFP/RFQ. She commented that the proposer must be a responsible firm that has been in continuous existence and has provided continuous services for the relevant requirements for at least three (3) years and have staffing resources to provide the services required as outlined in the RFP/RFQ that included:

- Marketing and promoting the businesses that pay into the Sunset Strip Business Improvement District;
- 50th Anniversary of the Sunset Strip Golden Era – In 2016-17 the Sunset Strip will celebrate the 50th Anniversary of the Sunset Strip Curfew Riots. This milestone may be celebrated in partnership with art exhibits, musical performances, and social media throw backs;
- Sunset Strip Business Improvement District 15-Year Anniversary – In 2017, the District will celebrate its 15-year anniversary. This is a milestone that may provide an opportunity to highlight some of the long standing businesses on the Sunset Strip, celebrate the organization's accomplishments, and maximize media exposure and the successes of the Strip today;

- Building excitement about the new hotels under construction that will draw visitors to the District and eventually become assessment paying businesses.

Procurement Schedule is as follows:

Request for Proposals Released via PlanetBID:	03/14/2016
Final Date for Submitting Questions:	03/23/2016
Final Date for Submitting Proposals:	03/28/2016
Proposal Evaluation:	03/29-04/15/2016
Interviews with Finalists (If Needed):	04/13/2016
Negotiations begin with Finalist:	04/15-04/22/2016
Contract Award at City Council Meeting:	06/06/2016
Contract Term:	07/01/2016-06/30/2017

Ms. Louie asked the Board to email staff, should they have questions concerning the RFP/RFQ.

ACTION: Approve Request for Proposals/Qualifications for public relations services and authorize staff to finalize the RFP/RFQ for release.

Motioned by Board Member Gruendyke, seconded by Vice Chair Latteri and approved.

B. Website and Social Media of the Previous Board

The Board received an update from Genevieve Morrill, President/CEO West Hollywood Chamber of Commerce, on negotiations with the Sunset Strip Business Association to acquire the website domain of www.TheSunsetStrip.com, and social media handles of @theSunsetStrip for Facebook, Twitter, and Instagram.

Ms. Morrill spoke concerning her conversation with Sunset Strip Business Association Executive Director Todd Steadman on behalf of the Board concerning acquiring the website domain of www.TheSunsetStrip.com, and social media handles of @theSunsetStrip for Facebook, Twitter, and Instagram. She indicated that a response from Mr. Steadman would be forthcoming by March 9, 2016.

Ms. Morrill suggested that the Board consider reaching out to the former Sunset Strip Business Association Board.

Chairman Maen requested that staff provide a list of former Sunset Strip Business Association Board members.

C. Trolley System Focus Group

The Board discussed the formation of a focus group to explore the feasibility of a trolley transportation system on the Sunset Strip.

Arts and Economic Development Manager Maribel Louie spoke briefly concerning alternative transportation systems operated by the City including “The Pick-up” and the “City Line X.” She also spoke of the initial response received from West Hollywood stakeholders and the business community regarding a service similar to “The Pick Up.” However, it was the consensus of the group that a trolley system similar to “The Pick Up” was not a good fit or brand for the Sunset Strip.

Board member comments focused on:

- Identity of the Sunset Strip relative to an alternative transportation system.
- More pedestrian friendly elements that would encourage resident and visitors to walk the Strip.
- Partnering with a limo and/or SUV company to operate a hop-on/hop-off service.

ACTION: Appoint Board members Rod Gruendyke and Norbert Relecker to serve on the Transportation System Focus Group noting consensus of the Board as well as direction to staff to change the name from Trolley System Focus Group to Transportation System Focus Group.

Motioned by Board member Terizian, seconded by Vice Chair Brett Latteri.

IV. NEW BUSINESS

A. West Hollywood Chamber of Commerce Membership

The Board received a presentation from Genevieve Morrill, President/CEO West Hollywood Chamber of Commerce, inviting the Board to consider joining the West Hollywood Chamber of Commerce.

Ms. Morrill commented that the basic member level of \$360.00 includes a variety of benefits that would aide in marketing and promotion of the BID including but not limited to company/organizational profile, logo, and links to the Board’s website in addition to inclusion in the Chamber’s monthly “Meet Our New Members” E-blast Intro to a business database of nearly 5,000 readers.

ACTION: Approve joining the West Hollywood Chamber of Commerce and expenditure in the amount of \$360.00 for membership dues.

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

- B. Appointment to serve on West Hollywood Chamber of Commerce Board**
The Board considered appointing a member of the Board to serve as an ex officio board member on the West Hollywood Chamber of Commerce Board.

ACTION: Appoint Vice Chair Latteri to serve as an ex officio on the West Hollywood Chamber of Commerce Board noting subject of approval by the West Hollywood Chamber of Commerce Board.

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

V. EXCLUDED CONSENT

None.

VI. PUBLIC COMMENT

Mayor Pro Tempore Lauren Meister, CITY OF WEST HOLLYWOOD, spoke concerning the Board's discussion of Unfinished Business Item II.C – Trolley System Focus Group and suggested the Board consider a transportation system that would include transport to the airport.

VII. ITEMS FROM BOARD MEMBERS

- A. Sponsorship Ad Hoc Committee (Maen, Latteri)**

No update on this item.

- B. Street Media Ad Hoc Design Committee**

Chair Maen commented that Amanda Browning was the Board's appointee to the Street Media Ad Hoc Design Committee and requested that staff agendize the Board member appointment to this body for its next meeting.

Vice Chair Latteri spoke concerning robberies on the Sunset Strip.

Chairman Maen spoke concerning a conflict with the April 13, 2016 meeting date and suggested the Board consider meeting April 7, 2016 at 3 p.m. He also requested that staff agendize the Sunset Strip BID Advisory Board Occurring Meeting Schedule.

VIII. ITEMS FROM THE STAFF

None.

IX. DEVELOPMENT OF NEXT MEETING AGENDA

The Board advised staff on development of the April 7, 2016 adjourned meeting agenda and directed staff to include the following items:

- Board member appointment to the Street Media Ad Hoc Committee
- Fiscal Year 2017 Budget Update
- Employer Support of the Guard Reserve (ESGR)
- Sunset Strip BID Advisory Board Occurring Meeting Schedule

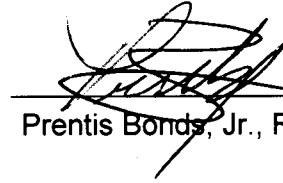
- RFP/RFQ for Public Relations Services (staff update)
- Sunset Strip Street Pole Banner Revenue (staff update)
- Website and Social Media of the Previous Board (staff update)

X. ADJOURNMENT

The Sunset Strip BID Advisory Board adjourned at 10:40 a.m. to its next meeting scheduled Thursday, April 7, 2016 at 3:00 p.m., BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.



Lee Maen, Chair



Prentis Bonds, Jr., Recording Secretary