

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD  
SPECIAL MEETING MINUTES  
MONDAY MAY 16, 2016**

*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 11:41 a.m.

**A. Roll Call:**

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

Absent: Board Member – Bert Seneca  
Board member – John Terzian - absent

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

**C. Approval of the Agenda**

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

**II. NEW BUSINESS**

**A. Management of Sunset Strip Business Improvement District FY2016-2017**

The Board considered approving a recommendation to have Visit West Hollywood serve as the management entity for the Sunset Strip Business Improvement District beginning FY 2016-2017.

As detailed in the staff report, Visit West Hollywood would provide the following administrative and financial services and marketing and public relations support services in collaboration with the Sunset Strip BID Advisory Board:

- Manage Advisory Board meetings (draft and post agendas; identify location for meetings; send out notices of meetings, prepare and distribute agenda packets)
- Receive and manage accounting for assessment revenue. Prepare monthly reports to be presented to the Advisory Board.

- Prepare regular reports, including annual report to the City reporting on execution of the work plan.
- Ensure Advisory Board compliance with the Brown Act
- Management of digital and social media for the Sunset Strip (website, Facebook page, twitter, etc.)
- The Sunset Strip Advisory Board will assist in the facilitation of content in the form of special events, programming, the coordination and outreach to the business community.
- Where possible, the Sunset Strip Advisory Board will contribute financially to these efforts, but by and large costs will be absorbed by VWH as part of their ongoing marketing and public relations objectives.

Block by Block and Social Vocational Services contracts that support the BID's security ambassador program and cleaning of the sidewalks will continue to be managed by the City of West Hollywood. The City would continue to collect BID assessments, and the Sunset Strip Street Pole Banner program would continue to provide additional revenue to the BID once a new sponsor is secured. Additionally, the Board would review and approve expenditures as appropriate.

Chairman Maen indicated that he and Vice Chair Latteri met with Visit West Hollywood and discussed the proposed direction and scope. He spoke in support of the management of the BID by visit West Hollywood and indicated the Board would work closely with Visit West Hollywood to maintain and enhance the identity of the Sunset Strip.

It was the consensus of the Board that the proposed management of the Sunset Strip Business Improvement District by Visit West Hollywood would be in the best interest of the BID.

**ACTION:** Approve Visit West Hollywood as the management entity for the Sunset Strip Business Improvement District beginning FY2016-2017. **Motioned by Vice Chair Latteri, seconded by Board member Gruendyke and approved.**

**III. EXCLUDED CONSENT**

None.

**IV. PUBLIC COMMENT**

None.

**V. ITEMS FROM BOARD MEMBERS**

None.

**VI. ITEMS FROM THE STAFF**

None.

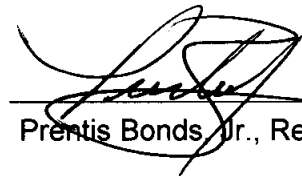
**VII. ADJOURNMENT**

The Sunset Strip BID Advisory Board will adjourn 11:49 a.m. to its next regular meeting scheduled Monday, June 6, 2016 at 11:00 a.m., BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.



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Lee Maen, Chair



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Prentis Bonds, Jr., Recording Secretary