

Visit West Hollywood
Board of Directors Meeting
February 15, 2017 – 12:00pm
Pacific Design Center, Conference Room B259

AGENDA

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|---|-------------------|
| I. Call to Order/Chair's Report | Greg Harless |
| 1. Election of Board Vice Chair | 12:00pm – 12:10pm |
| II. Meeting Minutes | Norbert Relecker |
| 1. January 18, 2017 meeting minutes | 12:10pm-12:15pm |
| III. Financial Reports | Ira Kleinrock |
| 1. January 2017 | 12:15pm-12:20pm |
| IV. CEO Report | Tom Kiely |
| 1. Staff Participation at Board Meetings | 12:20pm-1:00pm |
| 2. Staffing – VP of Marketing Interviews | |
| 3. Website – Schedule of Deliverables | |
| 4. Travel Ban and Possible Implications | |
| 5. DMA West Scholarship | |
| 6. PR/Media – Anne Van Gorp | |
| 7. Australia/UK Sales Missions – Jaimie du Bois | |
| 8. Visit California Mexico Sales Mission – Jaimie du Bois | |
| 9. FAM Tours – Jaimie & Anne | |
| 10. Website Update – Erin Pedraja | |
| V. BID Updates | Tom Kiely |
| 1. Design District | 1:00pm-1:10pm |
| 2. Sunset Strip BID | |
| VI. Advisory Committee Update | Norbert Relecker |
| 1. Marketing Committee/Digital Initiative Update | 1:10pm-1:25pm |
| VII. Board Member Comments | 1:25pm-1:30pm |
| VIII. Community Comments | 1:30pm-1:35pm |
| IX. Adjournment | 1:35pm |

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