

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

MONDAY April 24, 2017 - 11:00 A.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 at Visit West Hollywood at 8687 Melrose Avenue, Suite M60, 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 March 27 ,2017 Meeting Minutes**
- D. Public Comment**

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 New 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.

III. CITY SAFETY REPORT

A. 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.

B. Crime Stats

The Board will receive Crime Stats Report for the past month.

RECOMMENDATION: Receive and file

IV. Financials

The Board will receive the financial report for the past month.

RECOMMENDATION: Receive and file

V. UNFINISHED BUSINESS

A. Sunset Strip Street Light Pole Banner Policy and Sponsorship

The Board will receive an update on the Sunset Strip Street Light Pole Banner Sponsorship from the West Hollywood Chamber of Commerce.

VI. NEW BUSINESS

A. Sunset Strip – Pedestrian Friendly

The board will discuss the lack of pedestrian traffic on the Sunset Strip and ask the city for assistance to beautify the Sunset Strip in order to encourage pedestrian traffic.

VII. EXCLUDED CONSENT

VIII. PUBLIC COMMENT

IX. ITEMS FROM BOARD MEMBERS

A. West Hollywood Chamber of Commerce Board (Latteri)

B. City of West Hollywood

X. ITEMS FROM THE STAFF

A. Billboard Policy

B. Social Media Update

XI. DEVELOPMENT OF NEXT MEETING AGENDA

The Board will advise staff on the development of the May 15, 2017 adjourned meeting agenda.

XII. ADJOURNMENT

The Sunset Strip BID Advisory Board will adjourn to its next meeting scheduled Monday, May 15, 2017 at 11:00 a.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: APRIL 19, 2017

Signature: Alyssa T. Pikelator