

**Visit West Hollywood**  
Board of Directors Meeting  
**April 26, 2017 – 12:00pm**  
Pacific Design Center, Conference Room B259

AGENDA

- |  |                                     |
|--|-------------------------------------|
| I. Call to Order/Chair's Report                  | Greg Harless<br>12:00pm – 12:10pm   |
| II. Meeting Minutes                              | Norbert Relecker<br>12:10pm-12:15pm |
| 1. February 15, 2017 meeting minutes             |                                     |
| III. Financial Reports                           | Ira Kleinrock<br>12:15 – 12:40pm    |
| 1. February 2017                                 |                                     |
| 2. March 2017                                    |                                     |
| 3. FY 17/18 Budget Overview                      |                                     |
| IV. CEO Report                                   | Tom Kiely<br>12:40pm-1:10pm         |
| 1. VP of Marketing Update                        |                                     |
| 2. Business Development – Jaimie du Bois         |                                     |
| a. Australia Sales Mission Recap                 |                                     |
| b. UK Sales Mission Recap                        |                                     |
| c. Upcoming Trade Shows & FAMs                   |                                     |
| 3. Digital Marketing – Erin Pedraja              |                                     |
| a. Site Update                                   |                                     |
| b. Digital Promotion & Advertising               |                                     |
| c. Photography & Video Update from Symlaze       |                                     |
| 4. PR Update – Anne Van Gorp                     |                                     |
| V. BID Updates                                   | Tom Kiely<br>1:10pm-1:20pm          |
| 1. Design District                               |                                     |
| 2. Sunset Strip BID                              |                                     |
| VI. Advisory Committee Update                    | Norbert Relecker<br>1:20pm-1:30pm   |
| 1. Marketing Committee/Digital Initiative Update |                                     |
| VII. Board Member Comments                       | 1:30pm-1:35pm                       |
| VIII. Community Comments                         | 1:35pm-1:40pm                       |
| IX. Adjournment                                  | 1:40pm                              |

By action of the board, materials will be distributed electronically to the Visit West Hollywood board within 72 hours of the Visit West Hollywood Board of Directors meeting. Materials are available for public inspection immediately upon distribution at Visit West Hollywood at 8687 Melrose Avenue, Suite M60, West Hollywood, CA 90069 during normal business hours. A hard copy will also be available for inspection during the Visit West Hollywood meeting in PDC Conference Room B259.

**AFFIDAVIT OF POSTING**

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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 20, 2017

Signature: ALBERT P. PONCE