

Visit West Hollywood Board of Directors Meeting
 Date/Time: Wednesday April 18, 2018 at 12pm
 Location: The Pacific Design Center
 8687 Melrose Ave, Conference Room B259, West Hollywood, CA



AGENDA

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|------------------------------------|-------------------------------------|
| 1) CALL TO ORDER/CHAIR REPORT | Norbert Relecker 12:00pm-12:10pm |
| 2) MEETING MINUTES | Bill Karpiak 12:10pm- 12:20pm |
| a) December 14, 2017 | |
| b) February 22, 20158 | |
| 3) FINANCIAL REPORTS | Ira Kleinrock 12:20pm-12:30pm |
| a) November 2017 | |
| b) December 2017 | |
| c) January 2018 | |
| d) February 2018 | |
| e) March 2018 | |
| 4) CEO REPORT | Tom Kiely 12:30pm-12:55pm |
| a) Revenue & Expense vs Forecast | |
| b) Budget & Planning Update | |
| c) Office Relocation | |
| d) TBID Renewal Status | |
| e) Sales Mission to UK & Australia | |
| 1. VP, Business Development Update | |
| (i) Sales Missions | |
| (ii) New York Client Event – May 9 | |
| (iii) IPW in Denver – May 21-23 | |
| f) Board Meeting Schedule | |
| g) General Update | |
| 5) CMO REPORT | Jeff Morris 12:55pm-1:40pm |
| a) Current Marketing Efforts | |
| b) Name Change Update – Vote | |
| c) Summer on Sunset Update | |
| d) New Campaign Plan & Schedule | |
| 6) BOARD MEMBER COMMENTS | 1:40pm-1:45pm |
| 7) PUBLIC COMMENTS | 1:45pm-1:50pm |
| 8) ADJOURNMENT | 1:50pm |

Written material distributed to the Visit West Hollywood Board within 72 hours of the Board meeting is available for public inspection immediately upon distribution at Visit West Hollywood at 8687 Melrose Ave, Suite M60, West Hollywood, California, during normal business hours. They will also be available for inspection during the Board meeting.

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: 4-13-18
 Signature: [Handwritten Signature]