

Sunset Strip Business Improvement District Advisory Board Meeting

Date/Time: **Monday, December 17, at 11:00 am**

Location: BOA Steakhouse, 9200 W Sunset Blvd.
West Hollywood, CA

THE
SUNSET

STRIP

AGENDA

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|--|---------|
| 1) CALL TO ORDER/CHAIR REPORT | 11:00am |
| a) Self-Introductions/Roll Call | |
| b) Posting of Agenda | |
| c) Board Comments on Agenda | |
| 2) APPROVAL OF AGENDA & MINUTES | 11:05am |
| 3) CURRENT FINANCIALS | 11:07am |
| 4) BLOCK BY BLOCK REPORT | 11:10am |
| 5) WEST HOLLYWOOD SHERIFF'S REPORT | 11:15am |
| 6) UNFINISHED BUSINESS | 11:20am |
| a) BID Executive Director Update | |
| b) Update on Strategic Branding Process | |
| i) Focus Groups | |
| ii) Interviews | |
| 7) NEW BUSINESS | 11:35am |
| a) Canyon Country | |
| i) Shopping Event Update | |
| ii) Grammy Partner Update | |
| 8) EXTERNAL PARTNER REPORTS | 11:50pm |
| a) City of West Hollywood | |
| b) West Hollywood Travel + Tourism Board | |
| c) West Hollywood Chamber of Commerce | |
| 9) BOARD MEMBER COMMENTS | 11:55pm |
| 10) PUBLIC COMMENTS | 12:00pm |
| 11) ADJOURNMENT | 12:05pm |

Written material distributed to the Board Sunset Strip Business Improvement District Advisory Board within 72 hours of the Board meeting is available for public inspection immediately upon distribution at Visit West Hollywood at 1017 N La Cienega Blvd. Suite 400, 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: December 12, 2018

Signature: Alycia P. Pineda