

West Hollywood Travel + Tourism Board of Directors Meeting
Date/Time: **Wednesday, March 20, 2019 at 12pm**
Location: 1017 N La Cienega Blvd, Suite 400, West Hollywood, CA



TRAVEL + TOURISM BOARD

AGENDA

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|--|-------------------------------------|
| 1) CALL TO ORDER/CHAIR REPORT | Norbert Relecker
12:00pm-12:10pm |
| 2) MEETING MINUTES
a) December 19, 2018 | Bill Karpiak
12:10pm- 12:20pm |
| 3) FINANCIAL REPORTS
a) December 2018
b) January 2019
c) February 2019 | Nick Rimedio
12:20pm-12:30pm |
| 4) CEO REPORT
a) Staffing Update
b) YTD Revenue and Expense
c) Business Development – Sean Keliiholokai
d) General Update | Tom Kiely
12:30pm – 12:55pm |
| 5) CMO REPORT
a) Update on Paid Marketing Efforts
1. Plans to date
2. Upcoming Summer and Fall Plans
b) Review of Owned Media Efforts
c) Update on Sunset Strip and Design District BID's
1. New Executive Director
2. Frieze Re-cap
3. Summer on Sunset
d) Missions and Client Event Update
e) Upcoming Marketing Committee Meeting | Jeff Morris
12:55pm-1:40pm |
| 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 West Hollywood Travel + Tourism Board 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: 3-15-19
Signature: C. Ross