

West Hollywood Travel + Tourism Board of Directors Meeting

Date/Time: Wednesday March 17, 2021 at 12pm

Location: Zoom.com

Meeting ID: 810 9632 8691

Passcode: WEHO



TRAVEL + TOURISM BOARD

Privacy & Anti-Trust

It is important that representatives of the participating hotels and West Hollywood Travel + Tourism Board remember that our actions are subject to antitrust and competition laws. Antitrust concerns are heightened when participants are competitors of one another. Accordingly, we must be careful to avoid even the appearance of engaging in any inappropriate conduct, both during the formal meeting and in any informal discussions.

AGENDA

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|---|------------------------------------|
| 1) CALL TO ORDER/CHAIR REPORT | Bill Karpiak |
| a) Welcome | 12:00pm-12:05pm |
| 2) MEETING MINUTES | Nick Rimedo |
| a) December 16, 2020 | 12:05pm-12:10pm |
| 3) FINANCIAL REPORTS | Bill Karpiak |
| a) December 2020- February 2021 | 12:10pm-12:15pm |
| 4) CEO REPORT | Tom Kiely |
| a) Business Relaunch Overview | 12:15pm-12:40pm |
| b) Current Financials | |
| c) Staffing Update | |
| d) US Travel/California Travel Association | |
| e) General Comments | |
| 5) CMO REPORT & BUSINESS DEVELOPMENT REPORT | Jeff Morris &
Sean Keliiholokai |
| a) Marketing Update and Landscape | 12:40pm-1:00pm |
| b) International Markets | |
| c) Recovery Plan | |
| d) Current Marketing/Sales Initiatives | |
| 6) BOARD MEMBER UPDATES | 1:00pm-1:10pm |
| a) Open discussion – status of business updates | |
| 7) PUBLIC COMMENTS | 1:10pm-1:15pm |
| 8) ADJOURNMENT | 1:15pm |

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 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 this document was posted on:

Date: March 9, 2021
Signature: \\Alyssa T. Poblador\
Office of the City Clerk