

West Hollywood Travel + Tourism Board of Directors Meeting
Date/Time: Wednesday June 16, 2021 at 12pm
Location: Hybrid Meeting
Office: 1017 N La Cienega Blvd, Suite 400, West Hollywood, CA
Online: 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-12:15pm |
| b) Board Election- Directors for Term 21-23 | |
| c) Executive Committee Election - Treasurer Term 21-22
Nominee, Shadi Omeish (GM, 1 Hotel West Hollywood) | |
| 2) MEETING MINUTES | Nick Rimedo |
| a) March 17, 2021 | 12:15pm-12:20pm |
| 3) FINANCIAL REPORTS | Bill Karpiak |
| a) March 2021 - May 2021 | 12:20pm-12:25pm |
| 4) CEO REPORT | Tom Kiely |
| a) Financial Update | 12:15pm-12:40pm |
| b) Staffing | |
| c) Office Lease | |
| d) Approval of 21/22 Budget & 3-year Strategic Plan | |
| e) General Update | |
| 5) CMO REPORT & BUSINESS DEVELOPMENT REPORT | Jeff Morris &
Sean Keliholokai |
| a) Marketing Update | 12:40pm-1:00pm |
| b) Destination Business & Marketing Plan | |
| c) 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: June 10, 2021
Signature: \\Alyssa T. Poblador\
Office of the City Clerk