

CITY CLERK'S RECORD OF MEETING

City Council Pride Subcommittee
May 19, 2021

Present: Councilmember D'Amico, Councilmember Shyne, Director of Public Safety Kristin Cook, Community and Legislative Affairs Manager John Leonard, Event Services Manager Cleo Smith, Event Services Supervisor Megan Reath, Event Services Coordinator Kerry McCormack, and Acting City Clerk Melissa Crowder.

The meeting was called to order at 5:03 p.m.

There were no speakers for Public Comment.

UNFINISHED BUSINESS – DISCUSSION OF FINAL PRIDE ACTIVITIES FOR JUNE 2021

Event Services Supervisor Megan Reath introduced West Hollywood Chamber of Commerce CEO/President Genevieve Morrill. Ms. Morrill and her team Nalani Santiago, John Baptiste-Godard, and Leslie Espinoza presented the work they have done for WeHo Pride 2021. Ms. Morrill shared that they hosted a successful Pride Community meeting. She and her team presented the Pride graphic "Pride Lives Here", the hashtag #WeHoPride21, and the new webpage. The WeHo Pride 2021 webpage includes branded merchandise, hotel offers, photo albums, and advertising.

Councilmember D'Amico requested that people of color be included on the webpage. He suggested changing the hotel photo. He also requested that a nudity disclaimer is included for the photo album. He asked that the window clings slogan change to "Everyone is Welcome" rather than "You are Welcome". He suggested more advertising with clickable links to drive traffic to the website. Ms. Espinoza shared the social media deck and noted that videos will be uploaded to YouTube.

Councilmember Shyne agreed with Councilmember D'Amico's suggestion regarding the window clings slogan, "Everyone is Welcome". She stated that the logo looks fantastic. Ms. Morrill noted that staff is including a disclaimer for the photos for the album and criteria. She also noted that the t-shirt will only include the logo. Councilmember Shyne asked why there is no WeHo Pride branding on the digital pictures and requested that #WeHoPride be included. Councilmember D'Amico agreed with using the #WeHoPride.

Councilmember Shyne inquired about the previous direction regarding businesses decorating their frontage similar to how they would decorate their Pride float. Ms. Morrill mentioned that the information being shared with the businesses will include an inquiry regarding their "floats". They discussed a walking float tour. She also mentioned banners for businesses as well as the Sheriff's Station and Plummer Park to promote the event. Councilmember D'Amico noted that this was discussed by the City Council.

Ms. Morrill shared that they have created a digital marketing kit to be shared with the business. She also noted that the City's Communications team is promoting the event as well. A brief discussion ensued regarding promoting other digital Pride events.

Ms. Morrill commented that the two items missing from the website are OUT on Robertson and the Transgender event. She further commented that a logistics meeting is taking place tomorrow between Chamber staff and City staff. Community and Legislative Affairs Manager John Leonard provided an update on the Transgender Pride event.

Councilmember D'Amico suggested that the Chamber reach out to the City's Digital Media Manager Brett White for social media engagement strategies.

Event Services Manager Cleo Smith inquired about the staff report for City Council consideration. Councilmember Shyne requested that the subcommittee member comments are included in the staff report. Councilmember D'Amico requested that a link to the Pride website is included as well.

There were no speakers for the second Public Comment period.

Ms. Morrill noted that the next Pride Community Meeting is on June 7th from 12:00 – 1:00 p.m. Acting City Clerk Crowder noted that staff will send the information to the appointed officials.

The meeting adjourned at 5:58 p.m.

Melissa Crowder
_ Melissa Crowder, City Clerk