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Meeting URL:

Dial In: +1 669 900 9128 US (San Jose)

Meeting ID: 829 5609 3787

Passcode: 787703

4-5:30 pm PST

January 19, 2021

BID MEETING AGENDA

Wednesday, January 19, 2021

4:00 pm – 5:30 pm

***IN AN EFFORT TO PROTECT PUBLIC HEALTH AND PREVENT THE SPREAD OF COVID-19 (CORONAVIRUS), AB 361 HAS AUTHORIZED PUBLIC MEETINGS TO TAKE PLACE VIA TELECONFERENCE BECAUSE STATE AND LOCAL OFFICIALS ARE RECOMMENDING MEASURES TO PROMOTE SOCIAL DISTANCING.**

- 1) **CALL TO ORDER/CHAIR REPORT – Nick Rimedio** 4:00 PM
 - a. Self-Introductions/Roll Call (Nalani Santiago)
 - b. Board Comments on Agenda
- 2) **APPROVAL OF AGENDA & MINUTES – Nick Rimedio** 4:05 PM
 - a. October Minutes
- 3) **FINANCIAL REPORT – John-Baptiste Godard** 4:10 PM
 - a. Current Financials
 - b. Approve October, November, & December Financials
- 4) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** 4:20 PM
 - a. Design District Streetscape & Undergrounding Project
 - b. Holiday Mixer Debrief
 - c. Marketing Report (Leslie Espinoza)
- 5) **UNFINISHED BUSINESS – Nick Rimedio** 4:35 PM
 - a. Open Board Seat
- 6) **COMMITTEE REPORTS** 4:50 PM
 - a. Programs & Events Committee Update (Katherine Shadley)
 - i. Window Decoration Competition Results
 - b. Marketing/PR Committee Update (Katherine Shadley for Caitlin)
 - i. Website Development Update
 - ii. Welcome Brochure Update
 - iii. Affiliate Program Review
 - iv. Social Media: SYNHERGY Update (Dimple Thakkar)
- 7) **EXTERNAL PARTNER REPORTS** 5:10PM
 - a. City of West Hollywood – John Leonard / Paolo Kespradit
 - b. West Hollywood Chamber of Commerce – Genevieve Morrill
- 8) **BOARD MEMBER COMMENTS** 5:20PM
- 9) **PUBLIC COMMENTS** 5:25PM
- 10) **ADJOURNMENT** 5:30PM

NEXT MEETING: FEBRUARY 16TH

AFFIDAVIT OF POSTING

State of California)

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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: January 13, 2022

Signature: *Melissa Crowder*
 City Clerk