

**VIRTUAL BID MEETING  
AGENDA****Wednesday, October 19, 2022**

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/VICE CHAIR REPORT – Katherine Shadley** 4:00 PM
  - a. Self-Introductions/Roll Call (Nalani Santiago)
  - b. Board Comments on Agenda
  - c. Chair Position
  - d. Election of Officers
  - e. Reevaluate Committees & Make up of Board Members
  - f. Evaluate Strategic Plan & Planning Retreat
- 2) **REVIEW OF AGENDA & MINUTES – Katherine Shadley** 4:15 PM
  - a. Approve August Minutes
- 3) **FINANCIAL REPORT – John-Baptiste Godard** 4:20 PM
  - a. Review August & September Financials
  - b. Approve August & September Financial Reports
  - c. Billing & BID Collection Rate (John Leonard / Taylor Coyne)
- 4) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** 4:25 PM
  - a. Eat & Drink Week – Oct 21-30 / DineLA Oct 14-18
  - b. Undergrounding Update from Business Meeting
  - c. Marketing Report (Jamie Wilson)
- 5) **COMMITTEE REPORTS** 4:35 PM
  - a. Marketing/PR Committee Update (Caitlin Penny)
    - i. Social Media: SYNHERGY Update (Dimple Thakkar)
    - ii. Logo Development for Holidays in the District
    - iii. Website Development Update
    - iv. Board Badges
    - v. Headshot Discussion
  - b. Events Committee Update (Katherine Shadley)
    - i. Debrief on Rose Tarlow/Ceconni Mixer
    - ii. Holiday in the District
      1. Holiday Guide
      2. Window Decorating Competition
    - iii. Co-sponsored Holiday Mixer | December 14 | 6-8 PM | Location TBD
- 6) **NEW BUSINESS** 5:00 PM
  - a. Executive Committee Change – Discussion & Election
  - b. Committee Assignments – New Members
- 7) **EXTERNAL PARTNER REPORTS** 5:10 PM
  - a. City of West Hollywood – John Leonard / Talyer Coyne
  - b. West Hollywood Chamber of Commerce – Genevieve Morrill
    - 2022 CBA Sponsorship Discussion and Vote
    - Halloween
- 8) **BOARD MEMBER COMMENTS** 5:20 PM
- 9) **PUBLIC COMMENTS** 5:25 PM
- 10) **ADJOURNMENT** 5:30 PM

AFFIDAVIT OF POSTING

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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: Oct. 14, 2022  
Signature: \\Catherine Ross\  
Office of the City Clerk