

**West Hollywood Travel + Tourism Board of Directors Meeting/Retreat**  
**Date/Time: Wednesday, March 22, 2023 at 12:00 pm**  
**Location: 1017 N La Cienega Blvd. Suite 400, West Hollywood, CA, 90069**



**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

- |  |                 |
|--|-----------------|
| 1) CALL TO ORDER   | Rod Gruendyke   |
| a) Board Director Nomination (Term 22/24)                | 12:00pm-12:05pm |
| Todd Metzger (VP of Operations, Springboard Hospitality) |                 |
| 2) MEETING MINUTES                                       | Jeff Kulek      |
| a) December 14, 2022                                     | 12:05pm-12:10pm |
| 3) FINANCIAL REPORTS                                     | Tom Kiely       |
| a) December 2022 - February 2023                         | 12:10pm-12:15pm |
| 4) CEO REPORT  | Tom Kiely       |
|  | 12:15pm-12:35pm |
| 5) CMO REPORT & BUSINESS DEVELOPMENT REPORT              | Jeff Morris     |
| a) Marketing Update                                      | 12:35pm-1:05pm  |
| b) Business Development Update                           |                 |
| 6) BOARD MEMBER UPDATES                                  | 1:05pm-1:10pm   |
| 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

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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: March 16, 2023  
Signature: \\Alyssa T. Poblador\  
Office of the City Clerk