

**SPECIAL MEETING OF
THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS**

MONDAY, JUNE 12, 2023

11 AM – 12:30 PM

**MONDRIAN HOTEL – ROOM: GALLERY B
8440 SUNSET BOULEVARD**

I, Brett Latteri, Chair of The Sunset Strip BID, hereby call a Special Meeting of the Board of Directors at the time and place noted above to discuss the matters listed in the attached agenda.

SPECIAL MEETING AGENDA

- 1. Special Meeting of The Sunset Strip BID**
(See attached agenda)
- 2. Adjournment**



Nalani Santiago, SSBID Management Company
West Hollywood Chamber of Commerce

SPECIAL MEETING AGENDA

Monday, June 12, 2023 @ 11:00 AM

- 1) CALL TO ORDER/CHAIR REPORT – Brett Latteri 11:00 AM
 - a. Self-Introductions/Roll Call
 - b. Board Comments on Agenda
 - c. Review & Approve February Minutes

- 2) FINANCIAL REPORT – John-Baptiste Godard 11:05 AM
 - a. Review Financial Reports
 - Approve April & May Financial Reports
 - b. BID Assessment Collection Update (Taylor Coyne)

- 3) EXECUTIVE DIRECTOR REPORT – Genevieve Morrill 11:15 AM
 - a. CCLA Elevated Program of Work Proposal Review, Discussion, & Action
 - b. Strategic Planning Retreat Debrief
 - Recap 2023 Goals
 - c. Adhoc Committee Formation – Programs & Events
 - d. PR Firm Outreach & Retainer Amount Discussion & Action
 - e. Town Hall Date Discussion
 - Determine Date
 - f. Legends of Sunset Update
 - g. Marketing Report (Jamie Wilson)

- 4) EXTERNAL PARTNER REPORTS 11:55 AM
 - a. City of West Hollywood – Taylor Coyne
 - Introducing Laura Biery
 - b. West Hollywood Sheriff's Report – Lt. Fanny Lapkin
 - c. Block by Block Report – Shae Gibson
 - d. Canyon Country LA – Lia Fisher / Brittney Mead
 - e. West Hollywood Chamber of Commerce – Genevieve Morrill
 - State of the City | June 28th | 1 Hotel | 11 AM – 1 PM
 - City Planning Through the Lens of Small Business Solutions
 - Sponsorship Request & Action

- 5) BOARD MEMBER COMMENTS 12:20 PM

- 6) PUBLIC COMMENTS 12:25 PM

- 7) ADJOURNMENT 12:30 PM

NEXT MEETING: AUGUST 21, 2023

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 8, 2023
Signature: \\Alyssa T. Poblador\
Office of the City Clerk