



**Meeting Location:**  
**KOHLER Experience Center**  
8955 W Beverly Blvd | West Hollywood CA 90048

## **BID MEETING - AGENDA**

**Wednesday, January 17<sup>th</sup>, 2024**

4:00 pm – 5:30 pm

- 1) **CALL TO ORDER/CHAIR REPORT – Tobi Nierob (Acting Chair)** **3:00 PM**
  - a. Self-Introductions/Roll Call (Kristen Osborne)
  - b. Board Comments on Agenda
  - c. Proposed Bylaw Changes
  - d. Missed Meetings Reminder
  - e. Board of Governors Development
  - f. Nomination Protocol
  - g. Board Affiliate Members
  
- 2) **REVIEW OF MINUTES – Tobi Nierob** **3:10 PM**
  - a. Review and Approve December Minutes
  
- 3) **FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard** **3:15 PM**
  - a. Review & Approve December Financial Report
  - b. Expense Breakdown Review
  - c. Revised Structure/Line Item and Budget Action
  - d. Approve up to \$100k for 75<sup>th</sup> Anniversary
  - e. Approve \$7,500 spend for gift and prizes (\$5,000 for Welcome Committee)
  
- 4) **BID MANAGEMENT REPORTS**
  - a. **BID Manager Report (Genevieve Morrill)** **3:20 PM**
    - Banner Renewal/Reinstallation Discussion
    - Mid Year Report for City of Weho-- Action to approve
    - Marketing Report-- As filed in January agenda packet **3:30 PM**
  - b. **Executive Director Report (Greg Rang)**
    - Frieze Update - Budget Action Needed
    - PR Firm Action
    - Website Maintenance Firm Discussion and Action
    - MediaMax Extension Cost/Mechanics Discussion and Action
    - 75<sup>th</sup> Nimble Programming Activation Addition Budget Discussion and Action
    - 75<sup>th</sup> Anniversary Logo Discussion and Action
  
- 5) **COMMITTEE REPORTS**
  - a. **Marketing & Events Committee Reports (Caitlin Penny)** **3:40 PM**
    - Committee Report
    - Mixer Sub Committee Discussion and Action
    - Social Media Report: SYNHERGY (Dimple Thakkar)
  - b. **Board Nominating Committee Update (Gary Trudell)** **3:45 PM**
  
- 6) **EXECUTIVE COMMITTEE REPORT – Caitlin Penny** **3:50 PM**
  - a. Retreat Discussion and Action
  - b. Commission Schedule Update
  - c. Expenditure Approval Tracker Discussion and Action
  - d. Greg's Bonus Announcement

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| <b>7) EXTERNAL PARTNER REPORTS</b>                               |                |
| a. City of West Hollywood (Laura Biery)                          | <b>4:00 PM</b> |
| b. West Hollywood Chamber of Commerce Update (Genevieve Morrill) | <b>4:10 PM</b> |
| • MyWeHo Phase 2 Update  |                |
| • AMMBI  |                |
| <br>   |                |
| <b>8) BOARD MEMBER COMMENTS</b>                                  | <b>4:20 PM</b> |
| <br>   |                |
| <b>9) PUBLIC COMMENTS</b>  | <b>4:25 PM</b> |
| <br>   |                |
| <b>10) ADJOURNMENT</b>   | <b>4:30 PM</b> |

**NEXT MEETING: FEBRUARY 14<sup>TH</sup>**

AFFIDAVIT OF POSTING

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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: January 12, 2024  
Signature: \\Catherine Ross\  
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