

West Hollywood Travel + Tourism Board of Directors Meeting

Date/Time: Wednesday, January 17, 2024 at 12pm

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/CHAIR REPORT | Rod Gruendyke |
| a) Approval of Amended Bylaws – Board Meeting Schedule | 12:00pm-12:05pm |
| 2) MEETING MINUTES | Jeff Kulek |
| a) September 13, 2023 | 12:05pm-12:10pm |
| 3) FINANCIAL REPORTS | Bill Karpiak |
| a) September 2023 - November 2023 | 12:10pm-12:15pm |
| 4) CEO REPORT | Tom Kiely |
| a) Mid-Year Financial Update | 12:15pm-12:40pm |
| b) TBID Renewal | |
| c) Executive Committee/Planning Meeting Recap | |
| d) VCA Luxury Forum | |
| e) General Comments | |
| 5) CMO REPORT & BUSINESS DEVELOPMENT REPORT | 12:40pm-1:50pm |
| a) Business Development Update | Sean Keliiholokai |
| b) Marketing Update | Jeff Morris & Ashlea Tate |
| c) Communications Update | Eric Parker |
| 6) PUBLIC COMMENTS | 1:50pm-1:55pm |
| 7) BOARD MEMBER UPDATES | 1:55pm-2:00pm |
| 8) ADJOURNMENT | 2:00pm |

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

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: Jan 12, 2024

Signature: \\Catherine Ross\\

Office of the City Clerk