

**BOD MEETING AGENDA
(REVISED 4/11/2024)**

Monday, April 15, 2024 11:00 AM

- 1) **CALL TO ORDER/CHAIR REPORT – Brett Latteri** **11:00 AM**
 - a. Self-Introductions/Roll Call (Kristen Osborne)
 - b. Board Comments on Agenda
 - c. Review & Approve February Minutes
 - d. New Board Appointments Discussion and Action
 - e. Election Discussion and Action

- 2) **EXTERNAL PARTNER REPORTS** **11:10 AM**
 - a. Unrivaled Promotional Programs Update (Aiden Marcus)

- 3) **FINANCIAL REPORT – John-Baptiste Godard** **11:20 AM**
 - a. Review February and March Financial Reports
 - b. Approve February and March Financial Reports

- 4) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** **11:25 AM**
 - a. Hustler Building Update

- 5) **NEW BUSINESS** **11:30 AM**
 - a. PR Firm Presentations
 - Ballantine PR
 - Lucky Break PR
 - PR Firm Action

- 6) **EXTERNAL PARTNER REPORTS** **11:45 AM**
 - a. City of West Hollywood – Laura Biery
 - Trolley Update
 - Sunset Strip Database Update
 - Assessment Billing Schedule Discussion and Action (Taylor Coyne)
 - **Sunset/La Cienega Intersection Project**
 - b. West Hollywood Sheriff's Report – Lt. Fanny Lapkin
 - c. Canyon Country LA – Lia Fisher / Brittney Mead
 - Social Media Report
 - d. West Hollywood Chamber of Commerce – Genevieve Morrill
 - My WeHo: Keep WeHo Open Campaign
 - April 15 City Council Meeting

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|----|------------------------------|-----------------|
| 7) | BOARD MEMBER COMMENTS | 12:20 PM |
| 8) | PUBLIC COMMENTS | 12:25 PM |
| 9) | ADJOURNMENT | 12:30 PM |

NEXT MEETING: JUNE 17, 2024

AFFIDAVIT OF POSTING

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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
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