

# THE SUNSET --- STRIP

## AGENDA SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD

**MONDAY, JUNE 17, 2024**

**11:00 AM**

**MONDRIAN | GALLERY B  
8440 SUNSET BLVD | WEST HOLLYWOOD**

- 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 April Minutes
  - d. Election Discussion and Action
  
- 2) **FINANCIAL REPORT – John-Baptiste Godard** **11:15 AM**
  - a. Review April and May Financial Reports
  - b. Approve April and May Financial Reports
  
- 3) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** **11:25 AM**
  - a. Hustler Building Update
  - b. Banner Program Discussion
  
- 4) **NEW BUSINESS** **11:35 AM**
  - a. Photography Budget Discussion and Action
  
- 5) **EXTERNAL PARTNER REPORTS** **11:50 AM**
  - a. City of West Hollywood – Laura Biery
    - Brown Act Review Discussion- Lulu Morales
    - Direction on license agreement with the City regarding street pole banner usage Discussion and Action
  - b. West Hollywood Sheriff's Report – Lt. Fanny Lapkin
  - c. Canyon Country LA – Lia Fisher / Brittney Mead
    - Social Media Report
  - d. Unrivaled Promotional Programs Update– Aiden Marus
    - Summer on Sunset
  - e. Lucky Break PR –Sahra Simpson
  - f. West Hollywood Chamber of Commerce – Genevieve Morrill
    - State of the City

- |    |                              |                 |
|----|------------------------------|-----------------|
| 6) | <b>BOARD MEMBER COMMENTS</b> | <b>12:20 PM</b> |
| 7) | <b>PUBLIC COMMENTS</b>       | <b>12:25 PM</b> |
| 8) | <b>ADJOURNMENT</b>           | <b>12:30 PM</b> |

**NEXT MEETING: AUGUST 19, 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  
City Clerk, and that this document was posted on:

Date: June 12, 2024  
Signature: \\Alyssa T. Poblador\  
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