



Meeting Location:
Conference Room at Kimpton La Peer Hotel
627 N La Peer Dr, West Hollywood, CA 90069

BID BOD MEETING - AGENDA
WEDNESDAY, NOVEMBER 20, 2024
BID MEETING: 4:00PM-6:00PM

1. **CALL TO ORDER/CHAIR REPORT- Katherine Shadley (Chair)** **4:00 PM**
 - a. Self-Introductions/Roll Call (Andrea Entz)
 - b. Board Comments on Agenda
 - c. **Review of October Minutes – Discussion and Action**
 - d. **Treasurer Position and Action**

2. **FINANCIAL REPORT REVIEW & APPROVAL – John-Baptiste Godard** **4:10 PM**
 - a. Review & Approve October Financial Report

3. **EXTERNAL PARTNER REPORTS** **4:20 PM**
 - a. City of West Hollywood (Laura Biery)
 - Overview of West Hollywood Cultural Olympiad Project (Laura Zucker, AEA Consulting)
 - b. West Hollywood Chamber of Commerce (Genevieve Morrill)

4. **BID MANAGEMENT REPORT** **4:45 PM**
 - a. Executive Director Report (Greg Rang)
 - Receive and File
 - **MediaMax Renewal Discussion and Action**
 - Affiliate Program – Board Feedback, Suggestions
 - Eat, Drink Week Discussion
 - b. BID Manager (Genevieve Morrill)
 - **Placer AI Discussion and Action (John-Baptiste Godard)**
 - District Restructure Discussion and Next Steps
 - Ad Hoc Committee Protocol
 - Banner Discussion and Update

5. **COMMITTEE REPORTS** **5:10 PM**
 - a. Executive Committee Report
 - **WHDD Meeting Structure and Length Discussion and Action**
 - Marketing RFPs Update
 - **Actions Needed by Board from Executive Committee Meeting**
 - **Reserves and Budget Discussion and Action**
 - b. Holidays in the District Ad Hoc Committee Report (Katherine Shadley)
 - c. Revenue Generation Committee Report
 - d. Nomination Committee Report (Chris Klapp)
 - e. Reports to Receive and File
 - Social Media Report

6. BOARD MEMBER COMMENTS
7. PUBLIC COMMENTS
8. ADJOURNMENT OF BOARD MEETING

5:45 PM

5:55 PM

6:00 PM

NEXT MEETING: December 18, 2024

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:

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