

West Hollywood Marketing & Visitors Bureau
Board of Directors Meeting
July 20, 2011 - 5:00p.m.
Pacific Design Center, Conference Room B259

AGENDA

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|---|-------------------|
| I. Call to Order/Chair's Report | Greg Harless |
| 1. Welcome new Board and Executive Committee | 5:00pm-5:10pm |
| II. Meeting Minutes | Jamie Adler |
| 1. May 18, 2011 meeting minutes | 5:10pm-5:15pm |
| III. Financial Reports | Mike Perdigao |
| 1. April 2011 | 5:15pm-5:20pm |
| 2. May 2011 | |
| IV. CEO Report | Brad Burlingame |
| 1. Budget Update – 3 rd quarter revenues | 5:20pm-5:45pm |
| 2. Staff program recommendations for \$100K budget increase | |
| 3. Sunset Strip Music Festival sponsorship proposal | |
| V. New Business | 5:45pm-6:00pm |
| 1. WiFi West Hollywood | |
| VI. Unfinished Business | |
| 1. None | |
| VII. Board Member Comments | 6:00pm-6:15pm |
| 1. Chamber of Commerce Hotel Council Report | Genevieve Morrill |
| VIII. Community Comments | 6:15pm-6:20pm |
| IX. Adjournment | 6:20pm |

By action of the board, materials will be distributed electronically to the West Hollywood Marketing & Visitors Bureau board within 72 hours of the West Hollywood MVB Board of Directors meeting. Materials are available for public inspection immediately upon distribution at the West Hollywood Marketing & Visitors Bureau at 8687 Melrose Avenue, Suite M38, West Hollywood, CA 90069 during normal business hours. A hard copy will also be available for inspection during the West Hollywood Marketing & Visitors Bureau meeting in PDC Conference Room B259.