

West Hollywood Marketing & Visitors Bureau  
Board of Directors Retreat  
October 21, 2011 - 8:30am  
Pacific Design Center, Conference Room B259

AGENDA

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|---|--|
| I. Call to Order/Chair's Report                           | 8:30am-8:45am<br>Greg Harless                        |
| II. Facilitator Introduction                              | 8:45am-9:15am<br>Trevor Cartwright<br>Corragio Group |
| 1. Brief Review of current 2010-2014 Strategic Plan       |  |
| III. Strategic Planning Session                           |  |
| 1. Developments in the greater Los Angeles market         | 9:15am-10:30am                                       |
| 2. Trends and Opportunities in the Interactive World      | 10:30am-11:45am                                      |
| A. Panel Presentation                                     |  |
| John Gheur, Founder/Creative Director, Signature Creative |  |
| Phil Giudice, DMO Account Executive, Trip Advisor         |  |
| Jason Chiang, Director of Interactive Marketing, WHMVB    |  |
| Working Lunch   | 11:45am-12:30pm                                      |
| IV. Strategic Planning Session                            |  |
| 1. Opportunities during the West Hollywood Calendar       | 12:30pm-1:15pm                                       |
| 2. Open Discussion  | 1:15pm-2:30pm  |
| V. Adjournment  | 2:30pm   |

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I declare under penalty of perjury that I am employed by the City of West Hollywood in the Administrative Services Department in the Office of the City Clerk and that I posted this agenda on:

Date: Oct. 18, 2011

Signature Catherine Ross  
Catherine Ross, Deputy Clerk