

THE SUNSET --- STRIP

Sunset Strip Business Improvement District Advisory Board Meeting
Date/Time: Monday, June 17, 2024, 11:00 AM – 12:30 PM
Location: Mondrian | Gallery B
8440 Sunset Blvd | West Hollywood

BOD MEETING AGENDA

Monday, June 17, 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 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– Aidan Marus
 - Summer on Sunset
 - e. Lucky Break PR –Sahra Simpson
 - Media FAM Budget Discussion and Action
 - f. West Hollywood Chamber of Commerce – Genevieve Morrill
 - State of the City Discussion and Possible Sponsor Action

- 6) **BOARD MEMBER COMMENTS** **12:20 PM**

- 7) **PUBLIC COMMENTS** **12:25 PM**

- 8) **ADJOURNMENT** **12:30 PM**

NEXT MEETING: August 19, 2024