

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD
SPECIAL MEETING MINUTES**

Tuesday, November 10, 2015 – 10:30 a.m.

Location: BOA Steakhouse

9200 Sunset Boulevard, West Hollywood

- I. CALL TO ORDER:** The Sunset Strip BID Advisory Board meeting was called to order by Chair Lee Maen at 10:35 a.m.

A. Roll Call:

Present: Chairman - Lee Maen
Vice Chair- Brett Latteri
Advisory Board Member - Amanda Browning
Advisory Board Member - Norbert Relecker
Advisory Board Member - Lin Schatz
Advisory Board Member – John Terzian (*arrived at 10:43 a.m.*)

Absent: Advisory Board Member Stacy Bower

Also Present: City of West Hollywood Staff: Shahiedah Palmer, Assistant City Attorney; Arts and Economic Development Manager Maribel Louie; Economic Development Analyst Laura Minnich; Administrative Specialist IV Prentis Bonds, Jr.; Innovation Analyst Kate Mayerson, Facilities Manager Steve Campbell, Vice President, Visit West Hollywood Alex Stettinski and President/CEO, West Hollywood Chamber of Commerce Genevieve Morrill

B. Approval of the Agenda

Motioned by Board member Relecker, seconded by Board member Browning and approved

C. Approval of the of October 6, 2015 meeting minutes

Motioned by Board member Browning, seconded by Board member Relecker.

Staff requested that the Board give way to the swearing in of Board member Lin Schatz as Item II.D.

The Board concurred.

D. Swearing in of Board Member Lin Schatz: Economic Development Analyst Laura Minnich administered The Oath of Office to Board Member Lin Schatz.

E. Public Comment

None

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion. No items were removed from the Consent Calendar for separate discussion under the Excluded Consent Calendar.

Motioned by Vice Chair Latteri, seconded by Board Member Browning and approved.

A. Posting of the Agenda

The agenda was posted per proper noticing procedures at City Hall, Plummer Park, West Hollywood Library, and the West Hollywood Sheriff's Station.

ACTION: Receive and file.

B. Block by Block Weekly Reports

The Board received and filed the Block by Block Weekly Activity Reports for the past month.

Laura Minnich commented that Block by Block activity reports would be provided as a monthly summary and that Steve Salisbury, Operations Manager at Block by Block, was present, should the Board have any questions regarding the weekly reports.

ACTION: Receive and file.

III. UNFINISHED BUSINESS

A. Sunset Strip Street Pole Banner Revenue Update

The Board received an update from staff regarding Sunset Strip street pole banners.

Laura Minnich indicated the contract between the Sunset Strip Business Association and Jack Daniels is active and the Sunset Strip Business Association continues to receive approximately \$34,000 per month (approximately \$400,000 annually) in banner revenue based on reports from the Sunset Strip Business Association. The City Council has the authority to change the existing policy in addition to determining who would receive the revenue and how it would be spent. Staff anticipates Council will undertake discussion relative to the Sunset Strip Street Pole Banner Policy at its December 21st meeting.

Assistant City Attorney Shahiedah Palmer reported pursuant to the Board's direction at the October 6th meeting staff conducted an investigation into the revenue stream. However, staff experienced some difficulty in obtaining details on how the Sunset Strip Business Association plans to spend revenue generated from street pole banners. She also indicated the City no longer has the authority to audit or force submission of records nor does the Sunset

Street BID Advisory Board have a legal claim to the revenue. Under the current policy in effect, the City authorized the Sunset Strip Business Association to select sponsors, content and to accept and receive revenue. The policy is not specific to terms. Details of terms are between the Sunset Strip Business Association and Jack Daniels, the current sponsor. Additionally, it is unclear as to what the revenue stream would be should City Council approve a change in policy. However, the Board has the ability to request that Council considers changing the Sunset Strip Street Pole Banner Policy.

(John Trezian arrived at 10:43 a.m.)

Chair Maen requested the Board table discussion of this item [III.A *Sunset Strip Street Pole Banner Revenue*] at 10:50 a.m. to hear discussion on Item III.B – Website and Social Media Update.

The Board concurred.

The Board continued its discussion of Sunset Strip Street Pole Banner Revenue at approximately 11:00 a.m. and reviewed a draft memo to City Council that requested Council:

- Update the Sunset Strip street pole banner policy that currently affords the Sunset Strip Business Association (SSBA) the opportunity to collect sponsorship revenue from the street pole banners along the Sunset Strip,
- If an update to the Sunset Strip street pole banner policy is approved by Council, that revenue from any new street pole banner sponsorship be directed to the City of West Hollywood to provide supplemental revenue for the Sunset Strip Business Improvement District activities, and
- Authorized the Advisory Board to amend its budget for the Sunset Strip Business Improvement District and activities to include the additional supplemental revenue once secured.

Following additional discussion on this item and potential fiscal impacts to the Sunset Strip BID Advisory Board, the Board took the following action.

ACTION: Authorize staff to finalize the letter to City Council and move forward with an item to Council requesting update of the Sunset Strip Street Pole Banner Policy that would direct potential future banner revenue to supplement the Sunset Strip Business Improvement District revenue to enhance operations of the BID including the reimplementation of Block by Block and Social Vocational Services deployment levels prior to August 2015 in addition to making funds available to the Sunset Strip BID Advisory Board as soon as possible.

Motioned by Chair Maen, seconded by Vice Chair Latteri and approved.

B. Website and Social Media Update

The Board received an update from Vice Chair Latteri on its negotiations to acquire the website domain of www.TheSunsetStrip.com and the social media handles @theSunsetStrip for Facebook, Twitter, and Instagram.

Vice Chair Latteri reported that Todd Steadman, Executive Director of the Sunset Strip Business Association (SSBA) expressed interest in sharing Sunset Strip street pole banner revenue with the Sunset BID Advisory Board and assisting the Board with marketing. Mr. Steadman indicated he would need to discuss with the SSBA Board the donation of the website domain of www.TheSunsetStrip.com and the social media handles @theSunsetStrip for Facebook, Twitter, and Instagram to the Sunset Strip BID Advisory Board. Mr. Steadman also indicated that an existing settlement with a creditor was contingent upon banner revenue and the sharing of banner revenue would be more feasible at this time.

Arts and Economic Development Manager Maribel Louie indicated staff concerns with SSBA's proposal and requested that the Board allow staff to review Sunset Strip Business Association's proposal and all supporting documentation including budget, anticipated expenses, timeline and levels of responsibility before the Board undertakes discussion relative to a potential relationship with the Sunset Strip Business Association.

It was the consensus of the Board as well as direction to staff that staff report back to the Board upon its review of the Sunset Strip Business Association's proposal and all supporting documentation, that the Board develops its own relationships with vendors and sponsors in addition to assuming the responsibility of creating a new website domain and social media handles for Facebook, Twitter, and Instagram should the Board be unsuccessful in acquiring existing website domain of www.TheSunsetStrip.com and the social media handles @theSunsetStrip for Facebook, Twitter, and Instagram.

C. Social Vocational Services Update

The Board received an update from Facilities Manager Steve Campbell regarding the Social Vocational Services (SSV) contract for cleaning and maintenance on The Sunset Strip.

Komiko Hollins of Social Vocational Services reported that SVS cleans the entire strip from Crescent Heights to Doheny. The deployment schedule is from 7 a.m. to 3:30 p.m., which includes Crescent Heights to Santa Monica Boulevard and Santa Monica Boulevard.

ACTION: It was the consensus of the Board as well as direction to staff that Social Vocational Services provide a map of the service area and a photo of its employees to share with Sunset Strip BID members.

III. NEW BUSINESS

A. Marketing Efforts – West Hollywood Chamber of Commerce

The Board received a presentation from Genevieve Morrill, President/CEO, West Hollywood Chamber of Commerce regarding current and future marketing programs and business to business services/resources provided by the West Hollywood Chamber of Commerce.

Ms. Morrill spoke that the West Hollywood Chamber of Commerce promotes the commercial and economic growth of West Hollywood and fosters civic improvements that benefit the general welfare of the community. The Chamber is #1 in social engagement out of eleven chambers throughout the greater Los Angeles area. The Chamber markets and promotes the West Hollywood Design District, Santa Monica Boulevard/Historic Boys Town and the Sunset Strip. Via its marketing platforms that include Eat, Shop, Play; WORKS online enewsletter (4,800 subscribers); WORKS magazine (2,500 distribution); and its growing social media platforms in addition to its many advertising opportunities and networking events, the Chamber can assist the Sunset Strip BID Advisory Board and businesses in the BID with its marketing goals and objectives.

Ms. Morrill suggested that the Board consider a banner ad on the Chamber's website as part of its ongoing marketing strategy.

ACTION: Receive and file.

B. Street Media Project Presentation

The Board received a presentation from Kate Mayerson Innovation Analyst on the City's Street Media Needs Assessment Project and considered appointing a member of the Sunset Strip BID to serve on the ad hoc Committee.

Ms. Mayerson spoke on the project and indicated Selbert Perkins Design would conduct a comprehensive study of public assets and wayfinding signage within the City's public right-of-way and open spaces to assist the City with creating a unified pedestrian wayfinding/street media system that uses technology to integrate mapping, signage, and information throughout the City for enhanced urban design, promotion of public transit use and increased revenue generation. She also spoke that Council approved the formation of the West Hollywood Street Media Design Ad Hoc Committee to provide guidance in the design development of Citywide Street Furniture, Wayfinding, and Gateway Entry program.

The Design Ad Hoc Committee will meet the first Tuesday of each month beginning January 5th, 2016 from 5pm-6:30pm at the Library for up to 10 months and concluding late 2016.

ACTION: Appoint Board member Browning (Latteri as an alternate) to serve on the West Hollywood Street Media Design Ad Hoc committee.

Motioned by Chair Maen, seconded by Vice Chair Latteri and approved.

C. Sunset Strip BID Advisory Board Ad Hoc Committees and Structure

The Board discussed the creation/formation of ad-hoc committees and structure to work with staff on developing marketing, sponsorship, nominations and new BID categories/assessment strategic plan.

It was the consensus of the Board to forego the creation/formation of ad-hoc committees. However, the Board formed a Marketing Adhoc Committee specifically to work with the West Hollywood Chamber of Commerce on an ad for the Chamber's Works magazine and appointed Board members Browning and Terzian.

The ad deadline is December 15, 2015.

IV. EXCLUDED CONSENT

None

V. PUBLIC COMMENT

Alex Stettinski, Vice President, Operations & Strategic Planning at Visit West Hollywood, announced Visit West Hollywood's Tourism Summit to be held Thursday, November 12, 2015 from 8 - 11:30 a.m. at The London and the "I am West Hollywood" November 19, 2015 mixer at BOA.

West Hollywood resident Chuck Russell spoke in support of the Boards direction concerning marketing and sponsorship strategies.

VI. ITEMS FROM BOARD MEMBERS

Vice Chair Latteri requested that staff agenize “Merchandising the Sunset Strip.”

VII. ITEMS FROM THE STAFF

None.

VIII. DEVELOPMENT OF NEXT MEETING AGENDA

The Board advised staff on development of the December 9, 2015 meeting agenda.

- Board Member Recommendations.
- Sponsorship-Marketing (adopt a block and clean and safe)
- Sunset Strip Assets (Marketing)
- Merchandising the Sunset Strip

IX. ADJOURNMENT

The Sunset Strip BID Advisory Board adjourned at 11:58 a.m. to its next meeting scheduled Wednesday, December 9, 2015 at 3:00 p.m., BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.



Lee Maen, Chair



Prentis Bonds, Jr., Recording Secretary