

**SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD
ADJOURNED MEETING MINUTES
Thursday, April 7, 2016 – 3:00 p.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 Chairman Lee Maen at 3:01 p.m.

A. Oath of Office:

The Oath of Office was administered to newly appointed Advisory Board member Bert Seneca by the City's Arts and Economic Development Manager Maribel Louie.

B. Roll Call:

Present: Chairman – Lee Maen
Vice Chair – Brett Latteri
Board member – Rod Gruendyke
Board member – Norbert Relecker
Board Member – Bert Seneca

Absent: Board member – John Terzian

Also Present: Arts and Economic Development Manager Maribel Louie
Administrative Specialist IV Prentis Bonds, Jr.

C. Approval of the Agenda

Motioned by Board member Gruendyke, seconded by Board member Relecker and approved.

D. Approval of the March 2016 Meeting Minutes

Motioned by Board member Gruendyke, seconded by Board member Relecker and approved.

E. Public Comment

None.

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion. There were no individual items removed by the Board for separate discussion under the Excluded Consent Calendar.

Motioned by Board member Relecker, seconded by Vice Chair Latteri and approved.

A. Posting of the Agenda

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

ACTION: Receive and file.

B. Block by Block Monthly Report

The Board received the Block by Block Monthly Activity Summary Report for the past month.

ACTION: Receive and file.

C. Street Media Ad Hoc Committee Update

The Board received and filed an update compiled by Selbert Perkins Design Collaborative on the West Hollywood Street Media (gateways and wayfinding) meeting held March 3, 2016.

ACTION: Receive and file report.

III. UNFINISHED BUSINESS

A. Budget Overview Fiscal Year 2017

The Board received a presentation from staff on the proposed Sunset Strip Business Improvement District Budget for Fiscal Year 2017.

Arts and Economic Development Manager Maribel Louie provided an overview of the proposed Sunset Strip BID budget for Fiscal Year 2017 and called attention two types of revenue streams the supports the BID and the proposed increase for marketing and PR as detailed below:

	Approved 2015-2016	Proposed 2016-2017	Notes
REVENUE			
Assessment Revenue	\$ 270,704	\$ 137,380	FY15-16 collection rate of 84% \$163,600
Sunset Strip Banner Revenue	\$ -	\$ 320,000	\$32K/mo for 10 months
<i>Subtotal</i>	\$ 270,704	\$ 457,380	
EXPENSES			
Programs			
Security Ambassador Services	\$ 191,300	\$ 191,300	217-2-04-18-534113
Maintenance	\$ 47,376	\$ 47,376	
Marketing & PR	\$ 21,904	\$ 152,966	

Administration			
Office Supplies	\$	1,000	
Bookkeeping	\$	5,000	
Legal Fees	\$	3,500	
Reserve		\$	45,738
Strategic Plan Development			10% of total revenue
		\$	20,000
			This would be an estimate of consultant's cost.
<i>Subtotal</i>	\$	270,080	\$
			457,380
TOTAL	\$	624	\$
			-

Ms. Louie spoke concerning potential collaborative and marketing opportunities with Visit West Hollywood and the West Hollywood Chamber of Commerce to achieve some of its marketing objectives.

Following, the Board provided staff with direction on the budget for Fiscal Year 2017 and requested that staff explore the feasibility of increasing the budget for security ambassador service (Block by Block) line item with respect to provisions and deployment levels for review by the Board at its May 2016 meeting.

B. Appointment to Serve on the Street Media Ad Hoc Committee

The Board considered appointing a member of the Board to serve on the Street Media Ad Hoc Committee for the Month of May 2016.

ACTION: Appoint Board member Rod Gruendyke to serve on the Street Media Ad Hoc Committee.

Motioned by Chairman Maen, seconded by Board member Relecker and approved.

C. Sunset Strip BID Advisory Board Occurring Meeting Schedule

The Board discussed and considered amending its regular occurring meeting schedule of the second (2nd) Wednesday of each month at 3 p.m.

ACTION: Amend the Sunset Strip BID Advisory Board occurring meeting schedule from the second (2nd) Wednesday of each month to the first (1st) Monday of each month at 11:00 a.m.

Motioned by Board member Gruendyke, seconded by Vice Chair Latteri and approved.

IV. EXCLUDED CONSENT

None.

V. PUBLIC COMMENT

None.

VI. ITEMS FROM BOARD MEMBERS

A. Sponsorship Ad Hoc Committee (Maen, Latteri)

No update on this item.

B. West Hollywood Chamber of Commerce Board (Latteri)

Vice Chair Latteri gave way to Genevieve Morrill, President/CEO West Hollywood Chamber who spoke concerning the City Council's action on minimum wage. She also spoke on the City Council supported Small Business Initiative, the Green Building Initiative in addition to parking incentives.

VII. ITEMS FROM THE STAFF

A. Request for Proposal/Qualifications – Public Relations Services

Staff announced eight (8) firms submitted proposals in response to the City's Request for Proposal/Qualifications including:

- | | |
|-----------------------------------|----------------|
| 1. EMC LLC | Los Angeles |
| 2. Mercury Public Affairs LLC | Los Angeles |
| 3. Myriad Creative, Inc. | Los Angeles |
| 4. The ACE Agency | Santa Ana |
| 5. Sensis Inc. | Los Angeles |
| 6. Cutler Enterprises | Marina Del Rey |
| 7. The Pollack PR Marketing Group | Los Angeles |
| 8. Ballantines PR | West Hollywood |

The Marketing Committee will review proposals and provide direction on next steps.

B. Sunset Strip Street Pole Banner Contract – Jack Daniels

Staff spoke concerning the expiration of the agreement between Brown-Forman (Jack Daniels) and the Sunset Strip Business Association. She indicated the agreement would expire April 18, 2016 and City Council would consider approval of an agreement between the City of West Hollywood and Brown-Forman at its April 18, 2016 meeting. Staff anticipates the new agreement would go into effect April 19, 2016.

C. Transportation System Focus Group

Board member Rod Gruendyke spoke concerning his conversation with a limo and car service company.

Staff spoke concerning its pending review of an initial study on transportation system(s) for the Sunset Strip and suggested the Board might be interested in

receiving a presentation/information on City operated transportation systems. In the meantime, staff will work with Board member Rod Gruendyke and continue to gather information for presentation to the Board at a subsequent meeting.

D. Website and Social Media of the Previous Advisory Board

Genevieve Morrill, President/CEO West Hollywood Chamber of Commerce spoke concerning the release of the website domain www.TheSunsetStrip.com and social media handles Twitter and Instagram from the previous advisory board to the Sunset Strip BID Advisory Board.

Ms. Morrill also spoke concerning the April 27, 2016 ad deadline for the Chamber's June 2016 publication of the chamber's WORKS Magazine.

Chair Maen indicated he would speak with Board member Terizen concerning design of an for the June publication of the chamber's WORKS Magazine.

VIII. DEVELOPMENT OF NEXT MEETING AGENDA

The Board advised staff on development of the May 2, 2016 meeting agenda as follows:

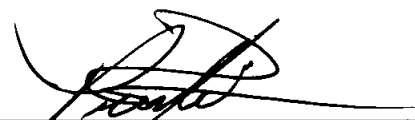
- Budget Update FY 2017 (to include Block by Block service recommendations)
- Update on Public Relations Services
- Board Member Nominations

IX. ADJOURNMENT

The Sunset Strip BID Advisory Board adjourned at 3:50 p.m. to its next meeting scheduled Monday, May 2, 2016 at 11:00 a.m., BOA Steakhouse, 9200 Sunset Boulevard, West Hollywood.



Lee Maen, Chair



Prentis Bonds, Jr., Recording Secretary