

**West Hollywood Travel + Tourism Board of Directors Meeting**  
**Date/Time: Wednesday December 16, 2020 at 12pm**  
**Location: Zoom.com**  
**Meeting ID: 819 2849 0749**  
**Passcode: weho**



TRAVEL + TOURISM BOARD

**Privacy & Anti-Trust**

It is important that representatives of the participating hotels and West Hollywood Travel + Tourism Board remember that our actions are subject to antitrust and competition laws. Antitrust concerns are heightened when participants are competitors of one another. Accordingly, we must be careful to avoid even the appearance of engaging in any inappropriate conduct, both during the formal meeting and in any informal discussions.

**AGENDA**

- |                                                         |                                    |
|---------------------------------------------------------|------------------------------------|
| 1) CALL TO ORDER/CHAIR REPORT                           | Bill Karpiak                       |
| a) Welcome new board members                            | 12:00pm-12:10pm                    |
| 2) MEETING MINUTES                                      | Bill Karpiak                       |
| a) September 16, 2020                                   | 12:10pm-12:15pm                    |
| b) November 30, 2020                                    |                                    |
| 3) FINANCIAL REPORTS                                    | Nate Hardesty                      |
| a) September - November 2020                            | 12:15pm-12:20pm                    |
| 4) CEO REPORT                                           | Tom Kiely                          |
| a) Staffing                                             | 12:20pm-12:40pm                    |
| b) Financial Update                                     |                                    |
| c) Annual Report to City                                |                                    |
| d) Annual Audit                                         |                                    |
| e) International Offices                                |                                    |
| f) US Travel/Visit CA/Cal Travel                        |                                    |
| 5) CMO REPORT & BUSINESS DEVELOPMENT REPORT             | Jeff Morris &<br>Sean Keliiholokai |
| a) State of the Market                                  | 12:40pm-1:00pm                     |
| b) Status of Recovery Plan                              |                                    |
| c) Current Marketing & Business Development Initiatives |                                    |
| d) Looking forward to 2021                              |                                    |
| 6) BOARD MEMBER UPDATES                                 | 1:00pm-1:20pm                      |
| a) Open discussion – status of business updates         |                                    |
| 7) PUBLIC COMMENTS                                      | 1:20pm-1:25pm                      |
| 8) ADJOURNMENT                                          | 1:25pm                             |

Written material distributed to the Visit West Hollywood Board within 72 hours of the Board meeting is available for public inspection immediately upon distribution at Visit West Hollywood at 1017 N La Cienega Blvd, Suite 400, West Hollywood, California, during normal business hours. They will also be available for inspection during the Board meeting.

**AFFIDAVIT OF POSTING**

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City of West Hollywood )

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 December 16, 2020

Signature: \_\_\_\_\_