

West Hollywood Travel + Tourism Board of Directors Meeting
Date/Time: Wednesday, June 25, 2025 at 12pm
Location: Pendry West Hollywood
8430 W Sunset Blvd
West Hollywood, CA 90069



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) Board Election-Directors for Term 25-27 12:00pm-12:10pm
 - b) Board Election - Officer Term 24-26 – Secretary
 - c) Approval of Board Documents (Bylaws, COI, Records & Retention Policy)

- 2) PUBLIC COMMENTS Bill Karpiak
12:10pm-12:15pm

- 3) MEETING MINUTES Bill Karpiak
 - a) January 29, 2025 12:15pm-12:20pm

- 4) FINANCIAL REPORTS Tom Kiely
 - a) January 2025 – May 2025 12:20pm-12:30pm
 - b) Approval FY 25/26 Budget

- 5) CEO REPORT Tom Kiely
 - a) FY 24/25 Financial Update 12:30pm-12:50pm
 - b) FY 25/26 Budget Overview
 - c) Expected Visitor Trends FY 25/26
 - d) Cal Travel/Visit California Update
 - e) TBID Renewal Discussion
 - f) FY 25/26 Business Plan & Resource Guide
 - g) 2024 West Hollywood Tourism Economic Impact Report & VWH ROI Organizational Report
 - h) Annual Audit
 - i) General Comments

- 6) MARKETING UPDATE Jeff Morris
 - a) Calendar Year to date Advertising Overview & Results 12:50pm-1:10pm
 - b) Owned Media Update & Data Review
 - c) Brand Research Overview
 - d) Promotional & Brand Plans
 - e) Communications Update Eric Parker
 1. Earned Media + Media FAMs 1:10pm-1:20pm

- 7) BUSINESS DEVELOPMENT UPDATE Sean Keliioholokai
 - a) West Hollywood Lodging Reports & Data 1:20pm-1:40pm
 - b) Highlights & Activities (Jan – June 2025)
 - c) Plans & Strategies for FY 25/26

- 8) BOARD MEMBER COMMENTS 1:40pm-1:50pm

9) ADJOURNMENT

2:00pm

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

State of California)
County of Los Angeles)
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 June 25, 2025

Signature: _____