West Hollywood Travel + Tourism Board of Directors Meeting
Date/Time: Wednesday March 17, 2021 at 12pm
Location: Zoom.com
Meeting ID: 810 9632 8691
Passcode: WEHO

West Hollywood
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	12:00pm-12:05pm
2)	MEETING MINUTES	Nick Rimedo
	a) December 16, 2020	12:05pm-12:10pm
3)	FINANCIAL REPORTS	Bill Karpiak
	a) December 2020- February 2021	12:10pm12:15pm
4)	CEO REPORT	Tom Kiely 12:15pm-12:40pm
	a) Business Relaunch Overview	
	b) Current Financials	
	c) Staffing Update	
	d) US Travel/California Travel Association	
	e) General Comments	
5)	CMO REPORT & BUSINESS DEVELOPMENT REPORT	Jeff Morris & Sean Keliiholokai
	a) Marketing Update and Landscape	12:40pm1:00pm
	b) International Markets	
	c) Recovery Plan	
	d) Current Marketing/Sales Initiatives	
6)	BOARD MEMBER UPDATES	1:00pm-1:10pm
	a) Open discussion – status of business updates	
7)	PUBLIC COMMENTS	1:10pm-1:15pm
8)	ADJOURMENT	1:15pm

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 March 17, 2021

Signature: _____