

West Hollywood Travel + Tourism Board of Directors Meeting
Date/Time: Wednesday, September 13, 2023 at 12pm
Location: 1017 N La Cienega Blvd., Suite 400
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

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| 1) CALL TO ORDER/CHAIR REPORT | Rod Gruendyke
12:00pm-12:05pm |
| 2) MEETING MINUTES
a) June 29, 2023 | Jeff Kulek
12:05pm-12:10pm |
| 3) FINANCIAL REPORTS
a) June 2023 - August 2023 | Tom Kiely
12:10pm-12:15pm |
| 4) CEO REPORT
a) FY 23/24 YTD Financials & Forecast
b) FY 22/23 Year-End Financial Results
c) Future Board Meeting Frequency
d) FY 22/23 Audit
e) TBID Renewal
f) General Comments | Tom Kiely
12:15pm-12:40pm |
| 5) CMO REPORT & BUSINESS DEVELOPMENT REPORT

a) Business Development Update
b) Communications Update
c) Marketing Update | Jeff Morris &
Sean Keliioholokai
12:40pm-1:50pm |
| 6) PUBLIC COMMENTS | 1:50pm-1:55pm |
| 7) BOARD MEMBER UPDATES | 1:55pm-2:00pm |
| 8) 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 September 13, 2023

Signature: _____