

**West Hollywood Travel + Tourism Board of Directors Meeting**  
**Date/Time: Wednesday, January 29, 2025 at 12pm**  
**Location: Andaz West Hollywood**  
**8401 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 Director Nominations (Term 24/26)                              | 12:00pm-12:10pm   |
| Robert Thomas – GM, The Edition   |                   |
| Terry Buchholz – GM, The London   |                   |
| <br>  |                   |
| 2) PUBLIC COMMENTS  | Bill Karpiak      |
|   | 12:10pm-12:15pm   |
| <br>  |                   |
| 3) MEETING MINUTES  | Evan Thomas       |
| a) June 19, 2024  | 12:15pm-12:20pm   |
| <br>  |                   |
| 4) FINANCIAL REPORTS  | Sheldon Duncan    |
| a) June 2024  | 12:20pm-12:30pm   |
| b) July 2024 – August 2024  |                   |
| c) September 2024 – December 2024                                       |                   |
| <br>  |                   |
| 5) CEO REPORT   | Tom Kiely         |
| a) Financial Update   | 12:30pm-12:50pm   |
| b) LA Fires effect on visitation  |                   |
| c) Visit California CEO Mission   |                   |
| <br>  |                   |
| 6) MARKETING UPDATE   | Jeff Morris       |
| a) Paid Advertising Overview & Results (June-December 2024)             | 12:50pm-1:10pm    |
| b) Owned Media Update & Data Review                                     |                   |
| c) Short & Long Term Recovery Plans                                     |                   |
| d) Communications Update  | Eric Parker       |
| 1. Earned Media Highlights (June-December 2024)                         | 1:10pm-1:20pm     |
| 2. Media Missions & Event   |                   |
| 3. FAM Tours Overview   |                   |
| <br>  |                   |
| 7) BUSINESS DEVELOPMENT UPDATE  | Sean Keliiholokai |
| a) Business Development Overview  | 1:20pm-1:40pm     |
| b) West Hollywood Lodging Reports & Data for Calendar Years 2024 & 2025 |                   |
| c) Highlights & Activities (July – December 2024)                       |                   |
| d) Recovery Plans & Activities for 2025                                 |                   |
| <br>  |                   |
| 8) BOARD MEMBER COMMENTS  | 1:40pm-1:50pm     |
| <br>  |                   |
| 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 January 29, 2025

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