

**West Hollywood Travel + Tourism Board of Directors Meeting**  
**Date/Time: Wednesday June 16, 2021 at 12pm**  
**Location: Hybrid Meeting**  
**Office: 1017 N La Cienega Blvd, Suite 400, West Hollywood, CA**  
**Online: Zoom.com**  
**Meeting ID: 810 9632 8691**  
**Passcode: WEHO**



**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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|---|---|
| <p>1) CALL TO ORDER/CHAIR REPORT</p> <ul style="list-style-type: none"> <li>a) Welcome</li> <li>b) Board Election- Directors for Term 21-23</li> <li>c) Executive Committee Election - Treasurer Term 21-22<br/>Nominee, Shadi Omeish (GM, 1 Hotel West Hollywood)</li> </ul> | <p>Bill Karpiak<br/>12:00pm-12:15pm</p>                           |
| <p>2) MEETING MINUTES</p> <ul style="list-style-type: none"> <li>a) March 17, 2021</li> </ul>   | <p>Nick Rimedo<br/>12:15pm-12:20pm</p>                            |
| <p>3) FINANCIAL REPORTS</p> <ul style="list-style-type: none"> <li>a) March 2021 - May 2021</li> </ul>  | <p>Bill Karpiak<br/>12:20pm-12:25pm</p>                           |
| <p>4) CEO REPORT</p> <ul style="list-style-type: none"> <li>a) Financial Update</li> <li>b) Staffing</li> <li>c) Office Lease</li> <li>d) Approval of 21/22 Budget &amp; 3-year Strategic Plan</li> <li>e) General Update</li> </ul>  | <p>Tom Kiely<br/>12:15pm-12:40pm</p>                              |
| <p>5) CMO REPORT &amp; BUSINESS DEVELOPMENT REPORT</p> <ul style="list-style-type: none"> <li>a) Marketing Update</li> <li>b) Destination Business &amp; Marketing Plan</li> <li>c) Marketing/Sales Initiatives</li> </ul>  | <p>Jeff Morris &amp;<br/>Sean Keliiholokai<br/>12:40pm-1:00pm</p> |
| <p>6) BOARD MEMBER UPDATES</p> <ul style="list-style-type: none"> <li>a) Open discussion – status of business updates</li> </ul>  | <p>1:00pm-1:10pm</p>  |
| <p>7) PUBLIC COMMENTS</p>   | <p>1:10pm-1:15pm</p>  |
| <p>8) ADJOURNMENT</p>   | <p>1:15pm</p>   |

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 )  
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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 16, 2021

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