



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
2<sup>nd</sup> Floor Council Chambers  
Beverly Hills, CA 90210

### **Strategic Planning Committee Meeting**

#### **HIGHLIGHTS**

Thursday, August 2, 2018  
4:00 PM

#### **MEETING CALLED TO ORDER**

Date / Time July 5, 2018 / 5:02PM

**IN ATTENDANCE:** Mayor Julian Gold, MD, Vice Mayor John Mirisch, City Treasurer Howard Fisher, Assistant City Manager George Chavez, Facilitator Karen Orlansky, Senior Management Analyst Cindy Owens, Cultural Heritage Commissioner Noah Furie, Planning Commissioner Lori Greene Gordon, Mark Elliot, Ori Blumenfeld, Sharon Ignarro, Gabriel Frem

#### **1) Public Comment**

- Members of the public will be given the opportunity to directly address the Committee on any item not listed on the agenda.
  - David Gingold spoke on a crosswalk issue in the City.

#### **2) Overview Economic Sustainability Plan**

- Cindy Owens, Senior Management Analyst, provided an overview of the principal elements of the Economic Sustainability Plan which included an outline of the foundations and pillars for economic sustainability.
  - The foundations include the Beverly Hills brand, fiscal stewardship, quality of life stewardship, communication and outreach, and friendly, smart, green safe city.
  - The pillars are clientele attraction/business development, infrastructure, city-owned asset enhancement, and city service/process enhancement.
- The Plan identified priority programs needed in order to maintain economic sustainability in the City from 2011-2015.
- In June 2018, the City released a request for proposal to hire a consultant to develop or update the City's Plan. The interviews will be held in September of 2018. The selected consultant will meet with the Committee during the planning process.

#### **3) Committee's Work Plan for the Business Triangle**

- As the Committee discussed, the purpose of developing the Work Plan is to make steady and tangible process at every meeting.
- The Committee discussed decisions made on the work plan at the June 21<sup>st</sup> and July 5<sup>th</sup> meetings. A memo summarizing the Committee's June 21<sup>st</sup>

brainstorming session on information needs and issues to explore was provided.

- The proposed work plan for the business triangle includes situation analysis, setting direction for the future of the triangle, and submit recommendations on the triangle to the City Council.

**4) Overview of MotionLoft**

- A proposal from MotionLoft was presented to the Committee to gauge the attraction of people into an area as it relates to an event, specifically for Rodeo Drive and the City's four social art installations. Motionloft will be able to provide the City with the number of people who visit Rodeo Drive by time of day and day of the week.

**5) Alternative Date for August 16, 2018 Meeting**

- As Mayor Gold will be out of town for the next scheduled meeting on August 16, 2018, the Committee agreed to move the meeting to August 22, 2018 at 5:00pm.

**6) Information Item**

- The Committee's Challenges/Opportunities, Vision Statement, and Mission and Statement selected by members were presented to the Committee to continue working through for each area of the City.

**7) Adjournment**

Date / Time                      August 2, 2018 / 5:31PM