MEETING CALLED TO ORDER
Date / Time: July 19, 2017 / 4:32 PM

IN ATTENDANCE: Mayor Lili Bosse, Councilmember Les Friedman, City Manager Mahdi Aluzri, Public Works Director Shana Epstein, Assistant Director Public Works Trish Rey, Community Outreach Manager Huma Ahmed, Planning and Research Analyst Michele Tse, Senior Management Analyst Cindy Owens, Bill Wiley (Beverly Hills Conference and Visitors Bureau and Two Rodeo), Julie Wagner (Beverly Hills Conference and Visitors Bureau), Bob Bibeault (Beverly Hills Conference and Visitors Bureau), Linda Briskman (Beverly Hills Conference and Visitors Bureau), Kathy Gohari (Rodeo Drive Committee), Sean Weber-Small (Rodeo Drive Committee/AgenC), Michael Escobar (Rodeo Drive Committee/AgenC), Tom Blumenthal (Rodeo Drive Committee), Rabbi Green, Heather Caar (Rodeo Drive Committee/AgenC)

1) Public Comment
Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: None

2) Provide Update on Summer BOLD elements
- Presentation by Huma Ahmed regarding installation of speakers on select Beverly Hills streets throughout the Business Triangle.
- Twinkle lighting and warm LED lighting to be installed on all Rodeo Drive trees, Beverly Cañon Gardens, and South Santa Monica.
- Liaisons approved a motion for additional lighting in the amount of $200,000. Contract amendment will be presented on August 8, 2017 to the City Council.
- Review of additional BOLD Summer Opening Night event details and programming.

3) Discussion of collaborative holiday program with the City, Rodeo Drive Committee, Chamber of Commerce, and Conference and Visitors Bureau
• Presentation by the Conference and Visitors Bureau regarding a conceptual lighting decoration layout and installation based on a $1 million proposal, but the concept does not include Rodeo Drive.
  o Information was presented on a holiday lighting initiative that would create a new, nighttime holiday experience to attract consumers to the business district which would consist of creating several dynamic art and light attractions including HYBYCOZO (Hyperspace Bypass Construction Zone) art installations.
  o Proposed budget requested by CVB was for $1,150,000. The breakdown is as follows:
    - North Beverly Drive - $350,000
    - South Beverly Drive - $200,000
    - North Canon Drive - $300,000
    - Beverly Cañon Gardens Park - $150,000
    - Marketing - $150,000
  o The Liaisons recommended funding for North Beverly Drive, Beverly Cañon Gardens Park, and the Marketing initiative for a total cost of $650,000
• Tom Blumenthal offered to purchase Baccarat chandeliers for Rodeo Drive at a cost of $250,000. In return, Gearys has requested the City fund $175,000. Approved by Liaisons.
• Bill Wiley from Two Rodeo and Julie Wagner indicated that should the City participate with the HYBYCOZO program, then Two Rodeo would privately fund another installation on their property for $100,000.
• Presentation by Cara Kleinhaut on behalf of the RDC and AgenC:
  o Presented ideas that will incorporate chic, upscale, and luxurious ideas and pair them with traditional holiday designs. These ideas will incorporate the City’s BOLD (Businesses Open Later Days) theme by utilizing bright, vibrant colors in creative, contemporary patterns.
  o RDC requested an additional $350,000 for holiday lighting to create a distinctive, vibrant, interactive lighting display that will attract consumers into the area.
  o Approved by Liaisons
• Funding for holiday decorations to come from a one-time expenditure through the surplus in the General Fund.

ADJOURNMENT
Date / Time: July 19, 2017 / 5:20 PM