



CITY OF BEVERLY HILLS

455 N. Rexford Drive
Beverly Hills, CA 90210
Municipal Gallery

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, April 24, 2018
8:00 AM

MEETING CALLED TO ORDER

Date / Time: April 24, 2018 / 8:09 AM

IN ATTENDANCE: City Councilmember Robert Wunderlich, Director Office of Resilience Pamela Mottice Muller, Management Analyst Michael George, Jon Gluck, Kaveh Farshad, Cory Charlupski, Derrick Ontiveros, Noelle Freeman, Chris Elder, Henry Alfano, Alizee Klein, Florence Klein, Ariana Escalante, Robert Bibeault, Allison Adams, Kory Klem, Tal Navarro, Steve Weinglass, Jacqueline Lorenzana, Alex Polin, Russ Siadatian, Ivan Lovegren, Woody Clark, Rita Ortiz, Joel Hile, Sharona R. Nazarian, and JR Dzubak.

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) Welcome

a. New Member & Guest Introductions

1. Steve Weinglass, community member and former City Commissioner (second meeting)
2. Chris Elder, neurologist from UCLA (first meeting)
3. JR Dzubak, Boys and Girls Clubs Executive Director, local business owner and community member (first meeting)

b. Opening Announcements

1. Vice Chair Kaveh Farshad reminded the Committee to check the website for meeting updates and to sign in at each meeting.

3) Current Business

a. Initiative Subcommittees Updates:

1. **Next Night 2018**
 - i. Next Night 2018 Subcommittee Chair Cory Charlupski updated the Committee on the chosen date of the event, the proposed budget and the timeline for presenting to City Council.
2. **Next Gen Housing**
 - i. Next Gen Housing Subcommittee Chair Alex Polin shared an update that the team has expanded and members have attended City-hosted educational workshops on current rent policies.

- ii. Councilmember Wunderlich discussed the Costa Hawkins Rental Housing Act and the role it has played in California housing policy.

3. Beverly Hills Incubator

- i. Marketing Subcommittee Member Tal Navarro provided an update on the Beverly Hills Incubator pilot program. The Incubator has conducted workshops with local college students and there are plans for more workshops to occur in the future to help develop an entrepreneurial environment in Beverly Hills for young adults.

4. Mayor's Initiatives Collaboration

- i. Director Office of Resilience Pamela Mottice Muller provided an update on the Wyland National Mayor's Water Challenge for Water Conservation and encouraged Committee members to sign up and spread the word.

b. Standing Committees Updates:

1. Marketing Committee

- i. Marketing Subcommittee Chair Noelle Freeman shared an update on the marketing strategy for Next Night 2018, which included a custom hashtag for the event. The Subcommittee has also conducted interviews, created a content standards guideline, and standard posting guidelines for all Committee related content on social media.
- ii. Social Media Chair Ariana Escalante shared an update on the Committee's social media branding strategy and highlighted the content creation phase. The group has developed actionable value-driven content meant to engage the Committee's target demographic, which has resulted in a tri-fold increase in likes and comments on the Committee's social media profiles.

c. Community Liaisons Reports

1. Chair Jon Gluck and Director Office of Resilience Pamela Mottice Muller provided an overview of the current Community Liaisons list and the goal of the program.
2. Business Liaison Ben Reiss shared an update on the Chamber of Commerce Innovate Beverly Hills event.
3. Education Liaison Alex Polin updated the Committee on the Miracle Project, a program at the Wallis that serves children with disabilities. Updates on increased safety measures at BHUSD schools were also provided.
4. Arts Co-Liaison Jamie Ross gave an update on her meetings with a Fine Arts Commission representative and the Conference & Visitors Bureau for ways to bring Next Gen art into the City.

4) New Business

a. Pitch (New initiative proposals)

1. Committee Member Ivan Lovegren shared information about Parents of Beverly Hills, a new support group that intends to hold regular meetings at the Beverly Hills Library.

b. Tell (Sharing of interesting and relevant next-gen related info and events)

1. Arts Co-Liaison Joel Hile shared an update on the upcoming season of events at the Wallis Annenberg Center for the Performing

Arts. The Wallis has been selected to participate in the L.A. Times Food Bowl and will host a tasting for ten different burger restaurants on the terrace in May 2018.

2. BH Conference & Visitors Bureau Representative Robert Bibeault provided information on the family dance club/party to occur as part of the 2018 Summer B.O.L.D. proposed programming for August.

c. Upcoming Meetings

1. TBD

ADJOURNMENT

Date / Time: April 24, 2018 / 9:30 AM