Beverly Hills City Council Liaison/Newspaper/Advertising Ad Hoc Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee Meeting
https://beverlyhills-org.zoom.us/my/adhoc
Meeting ID: 549 782 5652
Passcode: 90210
You can also dial in by phone:
+1 669 900 9128 US
+1 877 853 5247 Toll-free

One tap mobile
+16699009128,,5497825652#,*90210# US
+18778535247,,5497825652#,*90210# Toll-Free

Tuesday, May 18, 2021
4:00 PM

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org.

AGENDA

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

2) Review of the FY 2021-2022 Newspaper/Advertising Bid Process

3) Adjournment

Huma Ahmed
City Clerk

Posted: May 14, 2021

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT WWW.BEVERLYHILLS.ORG

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.
INTRODUCTION
The City Council was provided a staff report regarding the FY 2021-2022 Newspaper/Advertising annual Bid process at the Study Session on Tuesday, May 4, 2021. As part of the discussion, the City Council directed the City Council Newspaper/Advertising Ad Hoc Committee Liaisons (Vice Mayor Bosse and Councilmember Friedman) to further define additional terms for the Bid.

An annual legal advertisement and noticing Bid is released by the City Clerk’s office per California Government Contract Code: 20169. At the City Council’s direction, display advertisements for the City of Beverly Hills have also been included within the process.

DISCUSSION
At the meeting of Tuesday, May 4, the City Council directed that the City Council Newspaper/Advertising Ad Hoc Committee further review and finalize the Bid terms for FY 2021-2022. Some areas for discussion will include:

1. Audit Requirements
   o Shall there be a requirement for an Independent Audit of each publication.
   o Request Print Circulation Demographics (if possible).
     ▪ Ex: Data on readership demographics.
   o Provide Online Readership Data.
   o Confirmation from the Beverly Press that the Los Angeles Times can verify print insertions of their paper within Beverly Hills.

2. Discounted Advertising
   o Further define the terms for discounted advertising.
   o Display advertisement turn-around times.
   o Provide direction for newspapers to submit their recommendations on how to define discounted advertising as part of the Bid.
FISCAL IMPACT
There are no fiscal impacts associated with this discussion.

RECOMMENDATION
It is recommended that the City Council Ad Hoc Liaisons provide further direction on the Bid. Once final, the City Clerk’s office will release the Bid for interested adjudicated newspapers within the City of Beverly Hills.

The City Clerk’s office will submit a report to the City Council once bids are returned regarding awarding of the Bid.