MEETING CALLED TO ORDER  
Date / Time: June 28, 2017 / 3:02 PM

IN ATTENDANCE: Mayor Lili Bosse, Councilmember Les Friedman, City Manager Mahdi Aluzri, Community Outreach Manager Huma Ahmed, Senior Management Analyst Cindy Owens, Bill Wiley (Rodeo Drive Committee), Kathy Gohari (Rodeo Drive Committee), Becca Ponsdomench (AgenC), Sean Weber-Small (AgenC), Mark Tronstein (Rodeo Drive Committee), Julie Wagner (Beverly Hills Conference and Visitors Bureau), Bob Bibeault (Beverly Hills Conference and Visitors Bureau)

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) Discussion of Holiday Program for 2017  
   - Presentations by AgenC and Julie Wagner regarding an enhanced City of Beverly Hills Holiday Program for 2017 at a cost of $1.5 million.
   - Bill Wiley mentioned that 2 Rodeo would match the lightswitch décor. Concept art was included in CVB’s presentation.
   - Liaisons supported the concept but requested more detailed budgets for the Holiday Program.

ADJOURNMENT  
Date / Time: June 28, 2017 / 3:42 PM