



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
Room 280A

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, December 5, 2017
8:30 AM

MEETING CALLED TO ORDER

Date / Time: December 5, 2017 / 8:33 AM

IN ATTENDANCE: Mayor Lili Bosse, Vice Mayor Julian Gold, Assistant to the City Manager Tim Hou, Management Analyst Michael George, Jon Gluck, Kaveh Farshad, Ben Reiss, Alex Polin, Noelle Freeman, Derrick Ontiveros, Henry Alfano, Allison Adams, Kory Klem, Kevin Winston, Sharona R. Nazarian, Ivan Lovegren, Irma Hopkins, Woodrow Clark, Steven Weinglass, Liat Portal, Cory Charlupski, Daniel Lavi, Tiffany Sadnia, and Jamie Ross

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. Henry Alfano, local entrepreneur
2. Tiffany Sadnia, fashion design and manufacturing professional
3. Kevin Winston, technology entrepreneur
4. Joel Hile, Wallis Annenberg Center representative
5. Aileen Chiu, Policy & Management intern

b. Opening Announcements

1. Former Co-Chair Ben Reiss was acknowledged for his service to the Committee.
2. Chair Jon Gluck reviewed the structure of the Committee, the election process, and shared his vision for the future of the Committee.
3. Vice Chair Kaveh Farshad shares insight about his personal leadership style and outlays basic plan for the coming year.

3) Current Business

a. Review committee structure and key resources

1. Chair Jon Gluck outlaid an action plan for the Committee to expand its programs beyond Next Night and to launch other projects and initiatives

b. Review current Priority Areas

1. Committee members reviewed and discussed the current priority list with plans to discuss them more in depth at the upcoming meeting.
 - i. The possibility of adding a community service initiative and partnering with other groups in the community to augment the liaison initiative was discussed.
 - ii. The need for additional promotion of the Committee in general was discussed.

c. Review current teams and open for signups

1. Chair Jon Gluck provided an update on the current Committee teams and indicated that new signup opportunities will be forthcoming.

d. Initiatives Updates

1. Next Night

- i. Chair Jon Gluck calls for Committee members to compile key learnings from Next Night for a presentation to City Council.
- ii. Once the team for Next Night 2018 is assembled, the master plan will be developed, which will include improvements from Next Night 2017.

2. NBH Community Liaisons

- i. Ben Reiss, Business Liaison, provided an update on Gelato-Go and Only Roses, both recently opened in the City. Ben Reiss also spoke regarding the BOLD Holidays initiative and Mayor Bosse provided additional updates on the purpose of the initiative.
- ii. Kory Klem, Transportation Liaison and Technology Liaison, provided an update on the City's rent stabilization ordinance and the fiber to the premises project.

3. Next Gen Housing

- i. The Next Gen Housing Subcommittee shared that the next steps for their project will include additional meetings to determine potential for survey expansion.

e. Subcommittees Updates:

1. Marketing

- i. Kory Klem provided an update that the Marketing Subcommittee is looking for new leadership.
- ii. Tal Navarro suggests developing a newsletter or monthly report to keep people in touch with the activities of the Committee, which may include a blog with consistent posts. Once the new marketing team is formed, an updated marketing strategy will be identified.

4) New Business

a. Introducing new meeting segment: Special Guest Leader on the Future

1. Chair Jon Gluck introduces the Special Guest Leader on the Future segment and Vice Chair Kaveh Farshad provides details on logistics of meeting segment including presentation and Q&A.

b. Introducing new meeting segment: Local Business Spotlight

1. Chair Jon Gluck introduces the Local Business Spotlight, which is a brief pitch for businesses to come and promote their services.

- c. Introducing: Member Classification**
 - 1. Moved to upcoming meeting
- d. Announcing: Beverly Hills Chamber Event Discounts for Active Members**
 - 1. Beverly Hills Chamber of Commerce event discount opportunity is presented to Committee Members
- e. Preview: City Council Presentation in January/February**
 - 1. Chair Jon Gluck discusses a presentation to Council regarding Next Night, to recognize the team, and give Council a preview of the planned activities for the Committee in the coming year.
- f. Pitch (New initiative proposals)**
 - 1. Kory Klem proposes additional potential means of internal communication for the Committee aside from email.
- g. Tell (Sharing of interesting and relevant next-gen related info and events)**
 - 1. Cory Charlupski introduces University of Michigan Alumni Association, free-of-charge event at Douglas Elliman real estate office.
 - 2. Vice Chair Kaveh Farshad shares information on upcoming Beverly Hills Chamber of Commerce Technology Mixer event.
 - 3. Joel Hile shares information regarding nightclub program at the Wallis Annenberg Center including a free panel discussion.
 - 4. Woodrow Clark announces the publishing of his recent book
- h. Upcoming Meetings**
 - 1. TBD

ADJOURNMENT

Date / Time:

December 5, 2017 / 10:15 AM