



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

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Thursday, February 18, 2021
6:00 PM

MEETING CALLED TO ORDER

Date / Time: February 18, 2021 / 6:03 PM

IN ATTENDANCE: Councilmember Julian A. Gold, M.D., Deputy City Manager Gabriella Yap, Director of Community Services Jenny Rogers, Director of Community Development Ryan Gohlich, Marketing and Economic Sustainability Manager Laura Biery, Executive Assistant Gabrielle Ressa, Noelle Freeman, Tiffany Davis, Allison Adams, Ethan Bazarganfard, Ori Blumenfeld, Cory Charlupski, Sher Chaudhary, Jake Copeskey, Kipton Cronkite, Michael Dayan, Noah Etessami, Kaveh Farshad, Michelle Green, Johan Gyllenkrok, Johana Hernandez, Alex Herrarte, Joel Hile, Irma Hopkins, Todd Johnson, Nick Lara, Ngozika Okeke, Derrick Ontiveros, Anjali Rajpal, Ben Reiss, Tiffany Saidnia, Charles Smith, Eliot Temple, Jessica Varone, Raven Vermeil

1) Public Comment

Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: Todd Johnson updated the Committee on upcoming virtual events.

2) Welcome & Introductions

a. Next Beverly Hills Chair Noelle Freeman and Vice Chair Tiffany Davis

- Noelle Freeman and Tiffany Davis welcomed the group.

b. Mayor Lester Friedman and Councilmember Julian A. Gold, M.D.

- Councilmember Julian A. Gold, M.D. welcomed the group.

c. Self-Introductions of Guests and Prospective New Members

- Michelle Green introduced herself.
- Johana Hernandez introduced herself.
- Jake Copeskey introduced himself.
- Eliot Temple introduced himself.

3) Current Business

a. Community Spotlight

1. Submit your spotlight to nextbh@beverlyhills.org

- Laura Margo was identified as the Community Spotlight recipient for her efforts in collecting Valentine's Day cards for senior centers and schools.

b. Next Up – City Announcements for Our Generation

- This item provided information on current Beverly Hills City Commission vacancies. Councilmember Gold relayed the importance of watching Commission meetings and time commitments.

c. First Instagram Face Filter

- Chair Noelle Freeman introduced the City's first Instagram face filter. It can be found on the Next Beverly Hills Instagram page @nextbeverlyhills under the highlight of "MaskUp!"

4) New Business

a. Subcommittee Leadership Updates

1. Business & Economic Impact

1. New Business Questionnaire

- Ori Blumenfeld and Noah Etesami presented the new business questionnaire for feedback.
- Councilmember Gold highlighted the importance of sending out the document to the Committee for feedback.

2. Next Gen Civic Action

1. Housing Statement

- Ben Reiss and Tiffany Saidnia presented the Housing Statement. It will be circulated amongst the Committee for feedback and discussed further in a future meeting.
- Councilmember Gold reminded the Committee that housing affects planning in the City and the time sensitivity of this topic.
- Director of Community Development Ryan Gohlich relayed to the Commission that there would be various community meetings related to this topic.
- OpenBH is the City's process for allowing businesses to temporarily expand their services to adjacent areas such as parking lots, parking spaces (parklets), in front of neighboring vacant businesses, and the public right of way (sidewalks) through a Special Event Permit. The Committee is discussing support for a statement that allows OpenBH to continue until the end of the year. There were no objections from the Committee. Councilmember Gold highlighted the importance of the safety aspects of OpenBH.

3. Charity

- Allison Adams updated the Committee on upcoming monthly charities for the Committee to be involved with.

4. Art

- Kipton Cronkite discussed next gen art maps, art exhibits in the City, the farmers market, and art walks.
- Director of Community Services Jenny Rogers discussed an art walk map in the City, a website for all art related information in the City, a temporary gallery exhibition of using art in vacant storefronts, and a longer term option to utilize art in storefronts throughout the City.

5. Marketing

- Raven Vermeil took a photo of the Committee for marketing purposes.

6. Membership

- There was no information on this item.

7. Coding Bootcamp

- There was no information on this item.

b. Open Discussion (Share interesting next-gen related info, events, invites, and ideas)

- Anjali Rajpal provided an update to the Committee on upcoming potential event ideas once event restrictions are relaxed by LA County Public Health.

5) Adjournment

a. The upcoming Next Beverly Hills Committee is scheduled for March 18, 2021 at 6:00 PM.

- Date / Time: February 18, 2021 / 7:10 PM