



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

City Council Liaison / Branding and Licensing Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Friday, December 16, 2016
2:00 PM

MEETING CALLED TO ORDER

Date / Time: December 16, 2016 / 2:01 PM

IN ATTENDANCE: Mayor John Mirisch, Vice Mayor Nancy Krasne, City Manager Mahdi Aluzri, Assistant City Attorney Lolly Enriquez, Public Information Officer Therese Kosterman, Policy & Management Intern Michael George, Lieutenant Michael Hill, Lieutenant Shan Davis, Bill Uglow, Samantha Chang, and Thomas White

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) Beverly Hills Police Vehicle Branding and Logo

- a. The Committee deliberated and discussed a slate of options for a new design of the Beverly Hills Police cars and SUVs.
 - The Committee decided to pursue the option featuring a full-door "Beverly Hills Police" design and chose to add the City Seal.
 - The final location of the City Seal on the police cars will be determined at a future meeting.
- b. The Committee discussed submitting a C-item for the City Council Agenda to show the proposed design to the rest of the Council.

3) Golden Triangle Apparel Proposal and License Agreement

- a. CMG Brands LLC, the City's Licensing Agent, presented a proposed licensing agreement with Golden Triangle Apparel to design and manufacture Beverly Hills shield branded apparel. The agreement would grant Golden Triangle Apparel non-exclusive rights to distribute worldwide the merchandise through its authorized wholesalers, representatives or distribute to retail establishments for eventual resale to the consumer.
 - The Committee recommended approval of the agreement in concept pending review by the Assistant City Attorney.
 - The agreement will be added to the December 20, 2016 agenda for City Council direction and consideration.
- b. The Committee discussed holding a reception in the Municipal Gallery to showcase the portfolio of Beverly Hills shield branded products to the community.

- c. The Committee discussed potentially marketing and distributing the BBQ sauce affiliated with the Beverly Hills Fire Association.
 - If the BBQ sauce is sold, the revenue would go to three areas: the unfunded Fire Department Liability, the City and to a Charitable Trust Foundation.
- d. Mayor Mirisch advised that he would like the Golden Triangle branded apparel sold at the CVB Visitor Center and in the "Only in Beverly Hills" store

ADJOURNMENT

Date / Time:

December 16, 2016 / 2:40 PM