



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

**Next Beverly Hills Committee Meeting**

**MEETING HIGHLIGHTS**

Thursday, March 18, 2021  
6:00 PM

**MEETING CALLED TO ORDER**

Date / Time: March 18, 2021 / 6:01 PM

**IN ATTENDANCE:** Mayor Lester Friedman, 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, Henry Alfano, Drew Baldwin, Ori Blumenfeld, Cory Charlupski, Bradley Cook, Sabrina Cohan, Kipton Cronkite, Noah Etessami, Kaveh Farshad, Judie Fenton, Johan Gyllenkrok, Alex Herrarte, Joel Hile, Irma Hopkins, Todd Johnson, Philip Macias, Derrick Ontiveros, Alexandra Polin, Anjali Rajpal, Ben Reiss, Tara Riceberg, Tiffany Saidnia, Charles Smith, Barbra Stover, Eliot Temple, Jessica Varone, Raven Vermeil

**1) Public Comment**

- a. Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.  
Speakers: None

**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.**
  - Mayor Lester Friedman and Councilmember Julian A. Gold, M.D. welcomed the group. Mayor Lester Friedman thanked the Committee for the time with the Committee as a City Council liaison.
- c. **Self-introductions by guests and prospective new members**
  - Jessica Varone introduced herself.
  - Drew Baldwin introduced himself.
  - Barbra Stover introduced herself.
  - Philip Macias introduced himself.
  - Tara Riceberg introduced herself.
  - Sabrina Cohan introduced herself.

**3) Current Business**

- a. **Community Spotlight**
  - Mayor Friedman was highlighted as the Community Spotlight recipient. A short video was shown.
- b. **Next Up – City Announcements for the next generation**
  - There are no current Commission vacancies.

- The Beverly Hills City Council voted no confidence in LA County District Attorney George Gascon (3-2), which included a robust and thorough discussion. Mayor Friedman discussed more details regarding the vote.
- The City is in the process of reviewing the General Plan. Councilmember Gold suggested that it is important to get involved and engaged in this process and discussion.

#### c. Subcommittee Updates

- **Next Gen Civic Action –**
  1. **Open BH** – Ben Reiss and Tiffany Saidnia presented a document for the Next Beverly Hills Committee showing support for OpenBH to be presented before City Council. There was one objection and a significant discussion around the negative impacts on retail locations on N Canon Drive from all of the parklets/curbside pick-up locations taking parking meter spaces away from retail customers. Mayor Friedman and Councilmember Gold remarked on the importance of parking and police enforcement in regards to parking meters and spaces reserved for restaurant pick-up.
  2. **Housing Statement** – Ben Reiss and Tiffany Saidnia presented the updated Next Beverly Hills Committee Housing Statement that had previously been circulated for review.
- **Business & Economic Impact**
  1. **New Business Questionnaire** – Ori Blumenfeld and Noah Eteessami presented the updated New Business Questionnaire that had previously been circulated for review. Councilmember Gold highlighted the importance of the Next Beverly Hills Committee presenting ideas to City Council.
  2. **Business outreach and recovery efforts with the Beverly Hills Chamber of Commerce** - Councilmember Gold highlighted the importance of the Chamber of Commerce in helping businesses rebuild. Ori Blumenfeld and Todd Johnson discussed ways that Next BH can collaborate with the Chamber of Commerce. Todd Johnson named many new businesses coming to the City.

#### 4) New Business

##### a. Subcommittee Updates

- i. **Art**
  1. **Next-Gen Art Map** - Kipton Cronkite and Jenny Rogers discussed the possibility of pop-up art exhibits around the City.
- ii. **Charity** – This month, Allison Adams highlighted Cajun’s Aviation Dream, a non-profit.
- iii. **Marketing** – Raven Vermeil took a photo of the Committee in honor of Mayor Friedman’s final meeting with the Committee.
- iv. **Events**– Anjali Rajpal highlighted the benefits of combining events with art. She mentioned walking tours in the City, the Farmers Market, and art exhibits around Los Angeles as possible ideas for group events.

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

- There were no items for discussion.

#### 5) Adjournment

- a. **The upcoming Next Beverly Hills Committee is scheduled for April 15, 2021 at 6:00 PM.**
  - Date / Time: March 18, 2021 / 7:08 PM