MEETING CALLED TO ORDER
Date / Time: May 3, 2018 / 4:05 PM

IN ATTENDANCE: Mayor Julian Gold, Councilmember Lili Bosse, City Manager Mahdi Aluzri, Director Office of Resilience Pamela Mottice-Muller, Community Outreach Manager Huma Ahmed, Senior Management Analyst Cindy Owens, Management Analyst Michael George, Julie Wagner (CVB), Robert Bibeault (CVB), Blair Schlecter (Chamber), Kathy Gohari (RDC), Bill Wiley (Two Rodeo/CVB/RDC), Cara Kleinhaut (RDC/AGENC), Sean Weber-Small (RDC/AGENC), Eliot Finkel (CVB), Jon Gluck (NBHC), Kaveh Farshad (NBHC), Cory Charlupski (NBHC), Noelle Freeman (NBHC), Dana Pusateri (RDC/AGENC), Ashley Quammen (RDC/AGENC), and Alex Beetz (RDC/AGENC).

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) Proposals from the Beverly Hills Conference and Visitors Bureau (CVB), Rodeo Drive Committee (RDC), Next Beverly Hills Committee (NBHC), and Beverly Hills Chamber of Commerce (Chamber) Regarding a Proposed Summer Program in August 2018

- Beverly Hills Conference & Visitors Bureau (CVB)
  o CVB Chief Executive Officer Julie Wagner presented a recap of the 2017 Businesses Open Later Days (B.O.L.D.) program, including a review of past marketing efforts and social media statistics
  o CVB representatives proposed a similar marketing and activities program to last year for Summer 2018 B.O.L.D.
  o Proposed programming for 2018 includes:
    ▪ Use of the banners from last year with revised dates;
    ▪ Digital, print, and potential radio ads;
    ▪ Possible Lyft discount promotions;
    ▪ Kids dance party (location TBD);
    ▪ Street musicians and entertainment;
Meeting Highlights

- Guided art walks; and
- 2D and 3D public painting projects.
  - Councilmember Bosse indicated that activity should be provided on multiple streets to provide broad coverage for entertainment and programming
  - Mayor Gold indicated that social art installations should be strategically placed to attract visitors to multiple areas of the City

- Rodeo Drive Committee (RDC)
  - Cara Kleinhaut (RDC/AGENC) presented a summary of last year’s activities and the results of their outreach efforts (59 million digital impressions generated from #BHOpenLate and #OnlyOnRodeo)
  - RDC/AGENC representatives summarized the proposed kick-off event, to include:
    - Free lighted collateral,
    - Live band,
    - Food trucks, and
    - Champagne garden.
  - They also shared the proposed programming for other B.O.L.D. nights, including:
    - Live disc jockeys,
    - Live music, social media activations such as photo booths and video booths,
    - Ride and drive events,
    - Self-playing piano,
    - Social media influencers,
    - Complementary monogramming, and
    - Live painting demonstrations.
  - Councilmember Bosse indicated that one social media influencer should be hired as opposed to multiple
  - Mayor Gold indicated that the City should dictate the theme(s) for social media and photo/video activation booths that are developed
  - It was proposed to hold the B.O.L.D. launch event, inclusive of a street closure, on Thursday, August 2. Additionally, B.O.L.D. programming was proposed for Friday and Saturday nights from August 3 – 24 to occur without street closures. The B.O.L.D. finale event (Next Night) hosted by the NBHC, was proposed for August 25, to occur on South Beverly Drive inclusive of a street closure.

- Beverly Hills Chamber of Commerce (Chamber)
  - Chamber Director of Economic Development and Government Affairs Blair Schlecter stated the Chamber will provide a coordinated outreach and social media plan including a potential B.O.L.D. themed My Beverly Hills event

- Next Beverly Hills Committee (NBHC)
  - NBHC Next Night Subcommittee Chair Cory Charlupski presented the plan for Next Night 2018, which will be the finale of the 2018 B.O.L.D. program to occur on Saturday, August 25, inclusive of a street closure on South Beverly Drive
  - The event will be augmented to allow for more attendees and includes
    - Special pop-up store to supplement the vendor booths,
    - Enhanced lighting,
    - Better methods to track event attendance,
    - Larger stage area,
    - Greater sound coverage in the event area,
    - Enhanced marketing plan,
    - Larger kids area, and
    - Additional food truck(s) to accommodate greater anticipated crowds.
    - Two beer/wine gardens
- Councilmember Bosse indicated that the banners for B.O.L.D. should be installed in early summer.

**ADJOURNMENT**

Date / Time: May 3, 2018 / 5:30 PM