



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

Next Beverly Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, February 7, 2017
8:30 AM

MEETING CALLED TO ORDER

Date / Time: February 7, 2017 / 8:38 AM

IN ATTENDANCE: Mayor John Mirisch, Councilmember Julian Gold, Marketing and Economic Development Director Megan Roach, Program Operations Specialist Michael George, Jon Gluck, Wil Master, Alex Polin, Paul O'Brien, Irma Hopkins, Ben Reiss, Lester Friedman, Vic Nol, Sharona Nazarian, Ori Blumenfeld, Michelle Khalatian, Boomer Welles, Jon Paul Puno, Matthew Kornberg

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. Lester Friedman, Traffic and Parking Commissioner and City Council Candidate
2. Matthew Kornberg, Beverly Hills resident and community member
3. Julie Hodara, Beverly Hills resident and community member

3) Current Business

1. Mayor Mirisch and Councilmember Gold suggested rotating leadership of the Next Beverly Committee as an item to consider.

a. Next Night Initiative

1. The Committee is tasked with identifying funding for Next Night, which is currently set to be held once per year. Ben Reiss will lead an exploratory sponsorship committee to seek and potentially secure funding. Details will be clarified next meeting. Social outreach options were discussed, also.

b. Housing White Paper Initiative

1. The Subcommittee will meet with City staff to decide a path forward on the Housing Report. Potential action items may include a town hall meeting with developers, renters, and landlords and a discussion of how new tenant/landlord policies may impact housing in the City.

c. Marketing Subcommittee

1. The Committee is interested in reengaging social media. Action items include continuing to develop a logo and a social media communications calendar.

d. 2017 Priorities Setting Finalization

1. The final 2017 priorities are:
 - i. Next Gen Dining
 - ii. Leadership Development
 - iii. Community Liaisons
 - iv. Community Event Collaborations
 - v. Housing

4) New Business

a. New initiative: NBH Community Liaisons

1. Members of the Committee will volunteer as liaisons to track various initiatives and policies in progress at the City. There may be 1-2 liaisons per topic, and they may report back to the Committee on issues of interest.
2. Liaisons may attend City Commission meetings, Chamber of Commerce events, BHUSD events, Rodeo Drive Committee events, and Task Force meetings. Staff will create a list of topic areas and circulate to the Committee for sign-ups. Liaisons may advocate at such meetings on behalf of the Committee.

b. New resource: NBH Community Calendar

1. The Committee intends to develop a Community Calendar that will contain items of interest to the Committee. Social media may be used to promote specific events or programs on the Calendar.
2. The Committee intends to develop criteria for including an item on the Calendar.
3. Committee members will decide who will lead the Community Calendar initiative, potentially using the Social Media Chair position parameters as a template for assigning duties.

c. Pitch (New initiative proposals)

1. None

d. Tell (Sharing of interesting and relevant next-gen related info and events)

1. Southern California Edison and Cordoba will be giving presentations in the area.
2. The Human Relations Commission will further discuss the rent stabilization item at their Thursday morning meeting.
3. Streetfood Cinema may include events at Greystone mansion on their forthcoming schedule.

e. Upcoming Meetings

1. February 21 at 8:30am in Municipal Gallery

ADJOURNMENT

Date / Time:

February 7, 2017 / 9:37 AM