



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

**Next Beverly Hills Committee Meeting**

**SPECIAL MEETING HIGHLIGHTS**

Tuesday, December 20, 2016  
8:30 AM

**MEETING CALLED TO ORDER**

Date / Time: December 20, 2016 / 8:38 AM

**IN ATTENDANCE:** Councilmember Julian Gold, Marketing and Economic Sustainability Manager Megan Roach, Executive Assistant Adrienne Tarazon, Irma Hopkins, Bein Reiss, Paul O'Brien, Lauren Escobar, Timothea Tway, Jon Gluck, Michelle, Khalatian, Boomer Welles, Kory Klem, Steffanie Altman, Jon Paul Puno.

**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. None

**3) Current Business**

**a. Next Night Initiative**

1. Sponsorship funding ideas will be discussed at next meeting.

**b. Housing White Paper Initiative**

1. No updates

**c. Marketing Subcommittee**

1. This item was moved to the next meeting.

**4) New Business**

**a. Continuation of 2017 Priorities Setting**

1. The Committee's goal was to choose 5 priority areas to focus on in 2017 and launch one initiative per priority area. The top 3 priorities included Lifestyle and Entertainment, Housing and Community Engagement.
2. Priority areas included Next Gen Access & Programming, Next Gen Dining, Leadership Development Opportunities, Philanthropic Opportunities, Jobs, and Rental Housing. Committee members

agreed to vote on these areas and discuss at the next meeting in January for the entire Committee's input.

**b. Pitch (New initiative proposals)**

- None

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

- Ms. Roach announced the upcoming Toast restaurant and Blue Bottle coffee shop grand openings on S. Beverly Drive.

**d. Upcoming Meetings**

1. Upcoming meeting dates for 2017 will be finalized soon and Ms. Roach will send out meeting invites.

**ADJOURNMENT**

Date / Time:

December 20, 2016 / 9:34 AM