BEVERLY HILLS CITY COUNCIL LIAISON/ 
SMALL BUSINESS ASSISTANCE TASK FORCE 
COMMITTEE 

SPECIAL MEETING HIGHLIGHTS 

Beverly Hills Chamber of Commerce 
9400 Santa Monica Blvd., 
2nd Floor Boardroom 
Beverly Hills, CA 
90210 

October 31, 2019 
8:30 AM 

MEETING CALLED TO ORDER 

Date/Time: October 31, 2019 / 8:38 AM 

ATTENDANCE 

City Officials: Lester Friedman, Vice-Mayor; Julian Gold, M.D., Councilmember 

City Staff: Nancy Hunt-Coffey, Assistant City Manager; Susan Healy Keene, Director of Community Development; Shana Epstein, Director of Public Works; Laura Biery, Marketing and Economic Sustainability Manager. 

Chamber Staff: Todd Johnson, President and CEO; Blair Schlechter, VP of Economic Development and Government Affairs 

Task Force Members: Shawn Saeedian, Beverly Hills Market and Deli; Sabaa Kamal, Kamal Beverly Hills; Jeff Tilem, Pioneer Hardware; Chris Bonbright, Gratitude; Jeff Gross, Mickey Fine Pharmacy; David Laredo, The Nosh; Sabaa Kamal, Kamal Beverly Hills; James Anderton, West; David Mirharooni, Brickstar Capital; Houman Mahboubi, JLL.
1. Public Comment

None.

2. Welcome, Introductions and Purpose of the Task Force

Each attendee introduced themselves.

The purpose of the Task Force is to attract and retain small businesses in Beverly Hills and to continue to ensure that Beverly Hills provides a favorable business climate for small business.

3. Recap of Last Meeting

Blair Schlecter provided a brief recap of the last meeting, including recommendations made by the Task Force.

4. Prioritizing of Recommendations

The Task Force discussed prioritizing the nine recommendations of the Task Force developed during previous meeting. After discussion, the Task Force settled on prioritizing the following recommendations: (1) Lower parking requirements for restaurants and health and wellness retail services (gyms); (2) Incentivize vacant storefront beautification by simplifying and streamlining the process for approvals of beautification efforts; (3) Streamline and provide more cost effective ways for business owners to update their storefront signage; (4) Modify the law to allow “Leased” signs to remain on storefronts for additional time and to permit businesses to use a template “Coming Soon” sign.

The prioritized recommendations of the Task Force are due to be presented to the City Council on November 19 at the 2:30 pm Study Session.

5. Adjournment

Date / Time: October 31, 2019 / 9:26 AM