

**Next Beverly Hills Committee  
2018 Teams List  
Last revised on: March 26, 2018**

NOTE: If you're a new member interested in joining one or more of these teams, please contact Next Beverly Hills Chair Jon Gluck and Vice Chair Kaveh Farshad

INITIATIVE SUBCOMMITTEES			STANDING SUBCOMMITTEES
<b>Next Night 2018 Subcommittee</b>	<b>Community Liaisons*</b>	<b>Next Gen Housing Subcommittee</b>	<b>Marketing Subcommittee</b>
<b>Leadership:</b> Cory Charupski Chair	<b>Arts Co-Liaisons:</b> Joel Hile Jamie Ross	<b>Leadership:</b> Alex Polin Chair	<b>Leadership:</b> Noelle Freeman Chair
<b>Boomer Welles Block Businesses Subcommittee Chair</b>	<b>Business Liaison:</b> Ben Reiss	<b>Members:</b> Woody Clark Mark Elliot Rebecca Pynoos	<b>Members:</b> Ariana Escalante Social Media Chair
<b>Tal Navarro Entertainment Subcommittee Chair</b>	<b>Charitable Liaison:</b> Bradley Cook		<b>Members:</b> Henry Alfano Lauren Escobar Irma Hopkins Ivan Lovgren Tal Navarro
<b>td Vendors Subcommittee Chair</b>	<b>Education Liaison:</b> Alex Polin		
<b>Members:</b> Henry Alfano Woody Clark Noelle Freeman Joel Hile Derrick Ontiveros Liat Portal Ben Reiss	<b>Health &amp; Safety Liaison:</b> open <b>Heritage Liaison:</b> open <b>Parks &amp; Recreation Liaison:</b> open <b>Planning Co-Liaisons:</b> Irma Hopkins Tiffany Saidnia <b>Public Works Liaison:</b> open <b>Technology Co-Liaisons:</b> Kory Klem Derrick Ontiveros <b>Transportation Liaison:</b> Mark Elliot		

# **Next Beverly Hills Committee 2018 Social Media Strategy Overview**

## **THEME**

"The Key to Your City!"

## **SUMMARY**

"The Key to Your City!" content unlocks actionable local lifestyle tips for Beverly Hills next gen residents. NBH's content is highly searchable, engaging, and consistent. It is executed through a comprehensive content distribution plan, targeted specifically toward Beverly Hills next gen residents ages 25-45.

"The Key to Your City!" content categories:

1. Next Gen Events
2. Next Gen City Services
3. Next Gen Business Spotlight
4. Next Gen Resident Spotlight
5. Next Gen Local Living Tips

## **CONTENT DISTRIBUTION**

A total of 13-21 posts per week distributed across NBH's 3 social media platforms IG, FB, and TW. Consisting of original, live, and reposted content.

## **GROWTH**

Our goal is to dramatically increase the Next Beverly Hills following and engagement through consistent branding, powerful content, strategic partnerships, social ads, and dynamic engagement interactions.

## **HOW YOU CAN HELP**

Easy (yet powerful) ways to support our Next Beverly Hills Social Media:

- Like and comment on Instagram posts
- Like and comment on Facebook posts
- Tag yourself in Facebook photos
- Share Facebook posts
- Retweet Twitter posts

# Next Beverly Hills Marketing Subcommittee 2018 Strategy Overview

## 2018 LEADERSHIP

- Marketing Subcommittee Chair: Noelle Freeman
  - Oversees all marketing activities and manages marketing team
- Social Media Chair: Ariana Escalante
  - Oversees all social media activity and assigns social media roles

## STRUCTURE

- The Marketing Subcommittee is a subcommittee within the Next Beverly Hills Committee (“NBH”) serving the mission of NBH.
- Reports to NBH Chair and Vice Chair.
- Subcommittee leadership are appointed by NBH Chair and Vice Chair.
- Any NBH member can become a member of the Subcommittee during annual signups.
- Subcommittee members are assigned roles and managed by Subcommittee leadership.
- Subcommittee team is subject to change on an annual basis.

## MISSION

The Marketing Subcommittee of the Next Beverly Hills Committee (“NBH”) is tasked with developing and executing all marketing activities related to NBH. Its purpose is to effectively communicate NBH’s objectives and initiatives as well as the City of Beverly Hills’ next gen-relevant information to the Beverly Hills community and beyond. The Marketing Subcommittee seeks to inform, inspire, and involve Beverly Hills residents between the ages of 25 and 45 through a range of digital and traditional marketing avenues.

## OBJECTIVES

1. Promote NBH and its initiatives
2. Grow NBH committee membership
3. Grow community involvement
4. Deliver value to NBH members
5. Deliver value to next gen residents
6. Help shape the future of Beverly Hills
7. Encourage next gen people to plant roots in Beverly Hills

## MARKETING AVENUES OF FOCUS

### DIGITAL:

- Social media
- Email
- Website
- Local TV ads
- App

### PHYSICAL:

- City materials
- City signage
- Event installations
- Flyers
- Mailers
- Print ads
- Signage for businesses

### OTHER:

- Door-to-door
- Influencers
- Partnerships
- Publicity

## **Arts & Culture in Beverly Hills**

### **THEATER**

Wallis Annenberg Center for the Performing Arts  
Saban Theater  
Theatre 40

### **DANCE**

Wallis Annenberg Center for the Performing Arts

### **MUSIC**

Wallis Annenberg Center for the Performing Arts  
Saban Theater  
Beverly Canon Gardens

### **VISUAL ARTS/GALLERIES**

Gagosian  
The Paley Center for Media  
Marc Selwyn Fine Art  
Miry Art Gallery  
Mouche Gallery  
Galerie Michael  
Denis Bloch Fine Art  
Art One Gallery  
Exclusive Collections Gallery  
Annenberg Space for Photography  
Ace Gallery  
Garboushian Gallery  
Karl Hutter Fine Art  
Academy of Motion Pictures Arts & Sciences  
LIK Beverly Hills  
Timothy Yarger Fine Art  
Kylin Gallery

## Arts & Culture in Beverly Hills

### April 2018

4/5.	Arlo Guthrie	Saban Theater	8:00pm	Music/Concert
4/5 - 4/7	L.A. Dance Project	The Wallis	7:30pm	Dance
4/8.	Dance Sunday - Salsa	The Wallis	12-2pm	Dance/Free Event
4/12 - 4/14	Dada Masilo's Giselle	The Wallis	7:30pm	Dance
4/14.	Which One's Pink-Pink Floyd Tribute	Saban Theater	9:00pm	Music/Concert
	Gene Kelly: The Legacy, An Evening with			
4/18.	Patricia Ward Kelly	The Wallis	7:30pm	Spoken Word
	Laurie Anderson: All the Things I Lost in			
4/20.	the Flood	The Wallis	7:30pm	Music/Spoken Word
4/20.	Air Supply	Saban Theater	9:00pm	Music/Concert
4/25.	Jeremy Denk, Piano	The Wallis	7:30pm	Music
4/27.	The Fab Four - The Ultimate Beatles	Saban Theater	9:00pm	Music/Concert
4/27-5/20	Blues in the Night	The Wallis	Varies	Theater/Musical
4/28.	BritWeek: A Shakespeare Jubilee!	The Wallis	7:30pm	Theater
4/28.	Gordon Lightfoot	Saban Theater	8:00pm	Music/Concert
4/29.	Nana Mouskouri	Saban Theater	8:00pm	Music/Concert

### Art Galleries

<https://www.artsy.net/shows/beverly-hills-ca-usa>



Technology Committee presents  
**CYBERSECURITY FORUM**

Come hear our distinguished panel of business leaders and experts!

Tuesday, April 3 | 5:30 - 7:30 pm | Chamber Boardroom

*Moderator*



Keith Kaplan | CEO  
Tesla Foundation Group

*Panelists*



Eran Sinai | CEO  
ID CyberCenter



Darren Dworkin | CIO  
Cedars-Sinai Medical Center



David Perez | CEO  
Omega International Group



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