MEETING CALLED TO ORDER
Date / Time: February 23, 2016 / 8:31 AM


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 – the Committee welcomed new members Alex Gilinsky and Johan Gyllenkrok.

3) Old Business

A. February 16th City Council Presentation Recap
   - Received additional feedback and approved by City Council to move forward with Next BeverlyLaunch Festival event.

B. Next Beverly Launch Festival
   - Direction from City Council to focus event on City businesses, specifically S. Beverly Drive restaurants and encourage them to host food booths.
   - Integrate Beverly Hills-based restaurants as much as possible and supplement with select food trucks.
   - Develop a plan to maintain access to City parking structure on S. Beverly Drive and try to maintain valet access for Ruth Chris Steakhouse.
   - Develop food plan, marketing and outreach strategies for restaurants to encourage participation.
Meeting Highlights

- Explore feasibility and permits required to have a craft beer or other high-end alcohol truck.

C. Housing White Paper
- The survey provided by Timmi Tway should be completed by March 2. Timmi will compile answers to share at next meeting.
- Announced subcommittee for this initiative.
- Goal is to develop a white paper that may be shared with City Council and Planning Commission.

D. Next Beverly Branding
- Branding subcommittee is working with City’s graphics team on a proposed Committee logo to be shared at a future meeting.

4) New Business
   a. Pitch & Tell:
      - Vice Mayor Mirisch announced an initiative for autonomous vehicles and encouraged members to get involved and become leaders on the subject.
      - The Vice Mayor also proposed a joint meeting between the Next Beverly and Technology committees to become part of the autonomous vehicles pilot program.

   b. Upcoming Meetings
      - March 8 and 22 at 8:30 a.m.

ADJOURNMENT
Date / Time: February 23, 2016 / 9:30 AM