MEETING CALLED TO ORDER
Date / Time: January 21, 2018 / 4:05 PM

IN ATTENDANCE: Mayor Lili Bosse, Councilmember Les Friedman, Assistant City Manager George Chavez, Community Outreach Manager Huma Ahmed, Senior Management Analyst Cindy Owens, Cara Kleinhaut (RDC/AgenC), Sean Weber-Small (RDC/AgenC), Kathy Gohari (RDC), Haleh Gabbay, Nellie Emrani, Yar Meshkaty, and Nooshin Meshkaty.

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) Request from Beverly Hills Residents for Persian Nowruz Banners
Huma Ahmed, Community Outreach Manager, shared a proposal from Beverly Hills residents requesting the Council consider installing ten (10) banners in celebration of the Persian Nowruz holiday, a non-religious and non-political holiday. It was shared that about 22-33% of residents are of Persian ancestry in Beverly Hills.

Both Council liaisons, Mayor Bosse and Councilmember Friedman strongly agreed with request to commemorate Nowruz in Beverly Hills. It was suggested that the banners should be installed as soon as possible, preferably at the end of February and removed after the Nowruz celebration (around fourth week of March). The Council liaisons suggested increasing the number of proposed banners such that they continue further on Wilshire Blvd to Beverly and then down Beverly to El Rodeo.

A representative of the Farhang Foundation, a nonprofit that promotes Iranian culture and music asked if the City would consider an event and Mayor Bosse said that it could be considered with enough advance notice. Staff recommended that six months’ notice should be considered for any event proposal. The item was scheduled for City Council formal consideration on February 6, 2018.
3) **Request by Rodeo Drive Committee to Reallocate Funding for a Proposed Event on February 25, 2018**

Cara Kleinhaut of AgenC presented plans and budget allocations for the Runway to Rodeo event, which will take place on Saturday, February 25, 2018, from 4PM to 8PM on the 200 and 300 blocks of Rodeo Drive. Discussions were had about the music, photo opportunities, and food trucks that would be at the event.

Both Mayor Bosse and Councilmember Friedman agreed that every effort should be made to publicize the event and Mayor Bosse said a press release should be written.

**ADJOURNMENT**
Date / Time: January 21, 2018 / 4:02 PM