



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

**Next Beverly Hills Committee Meeting**

**SPECIAL MEETING HIGHLIGHTS**

Tuesday, March 27, 2018  
8:30 AM

**MEETING CALLED TO ORDER**

Date / Time: March 27, 2018 / 8:31 AM

**IN ATTENDANCE:** Mayor Julian Gold, Director Office of Resilience Pamela Mottice Muller, Management Analyst Michael George, Jon Gluck, Kaveh Farshad, Cory Charlupski, Tanya Murray, Robert Bibeault, Tal Navarro, Allison Adams, Derrick Ontiveros, Ori Blumenfeld, Kory Klem, Alex Polin, Irma Hopkins, Jamie Ross, Russ Siadatian, Boomer Welles, Ivan Lovegren, Tiffany Saidnia, Steven Weinglass, Blair Schlecter, Ariana Escalante, Alizee Klein, and Florence Klein

**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. Steven Weinglass, community member and former City Commissioner
2. Alizee Klein, fashion entrepreneur (second meeting)
3. Florence Klein, fashion entrepreneur (second meeting)
4. Russ Siadatian, finance professional (second meeting)

**b. Opening Announcements**

1. Dr. Gold announces updated Committee Liaisons for coming year
2. Jon Gluck introduces discussion of meeting start time
  - i. The Committee voted in favor of moving the meeting start time from 8:30 a.m. to 8 a.m., effective May 22, 2018

**3) Current Business**

**a. Initiatives Updates:**

**1. Next Night 2018**

- i. Next Night 2018 Subcommittee Chair Cory Charlupski updated the Committee on the preliminary planning stages for Next Night

**2. Next Gen Housing**

- i. Next Gen Housing Subcommittee Chair Alex Polin shared update on continued efforts focusing on new development and rent stabilization

**3. Beverly Hills Incubator**

- i. Charitable Liaison Bradley Cook introduced the Beverly Hills Incubator project, indicated they have a new cohort seven members and called for other members to join the project

**4. Mayor's Initiatives Collaboration**

- i. Mayor Gold provided an update on the goal of developing a strategic plan for the commercial areas of Beverly Hills, which is meant to create unique experiences that will continue to drive growth in a sustainable way

**b. Committees Updates:**

**1. Marketing Committee**

- i. Marketing Subcommittee Chair Noelle Freeman shared an update on the overall Committee marketing strategy for the coming year, which included structure, mission, and objectives for the Marketing Subcommittee
- ii. Social Media Chair Ariana Escalante shared an update on the Committee's social media branding strategy and called for increased social media engagement among the Committee

**c. Community Liaisons Reports**

1. Arts Co-Liaisons Jamie Ross and Joel Hile provided handouts and information on upcoming arts and culture events in Beverly Hills

**d. Committee Operating System**

1. Committee Chair Jon Gluck shared update on the overall Committee Operating system guide which will be available once it's finalized

**e. NBH Monthly Mixer**

1. Vice Chair Kaveh Farshad provided information on the plan to conduct a monthly mixer for the Committee which will be initiated once the plan is confirmed

**4) New Business**

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

1. None

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

1. Beverly Hills Chamber of Commerce representative Blair Schlecter gave event information on the upcoming Cybersecurity Forum
2. Marketing Subcommittee Member Tal Navarro shared information on the upcoming Taste of Israel event
3. Community Member Steve Weinglass provided information on the Music Mends Minds program at Roxbury Park

**c. Upcoming Meetings**

1. TBD

**ADJOURNMENT**

Date / Time:

March 27, 2018 / 10:00 AM