MEETING CALLED TO ORDER

Date / Time: August 31, 2021 / 2:33 PM

IN ATTENDANCE: Bob Wunderlich, Mayor; Lili Bosse, Vice Mayor; George Chavez, City Manager; Gabriella Yap, Deputy City Manager; Jeff Muir, Director of Finance; Laura Biery, Economic Marketing Manager; Cindy Owens, Policy and Management Analyst; Gabrielle Ressa, Management Analyst; Todd Johnson, Beverly Hills Chamber; Blair Schlecter, Beverly Hills Chamber; Daniel Bermudez, Beverly Hills Chamber; Josh Morgerman, Symblaze; Michael Horton, Symblaze; Lisa Karson, Executive Assistant.

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) Presentation Regarding the Rebrand of the Shop Local Program

- The Shop Local Program has traditionally engaged residents and businesses in a number of activities to increase the number of dollars locals spent within Beverly Hills. Some of these activities include:
  - Monthly networking programs at local venues across the City;
  - Hosting deals and specials on the My Beverly Hills website;
  - Providing updates about important community events;
  - Distributing a monthly newsletter that promotes upcoming City events and local businesses;
  - Creating social media posts highlighting local businesses and the importance of the Shop Local Program.

- Symblaze, a full service digital agency, was selected to perform rebrand work to include updating the logo, slogan, digital social media presence, electronic and/or printed materials and associated materials promoting the program and ultimately using the rebrand to increase awareness and energize participation in the program.
Symblaze, City staff and Chamber staff have reviewed and developed two concepts that could be used as a rebrand to revitalize the image of the Shop Local Program and encourage additional engagement; they include:

- ‘Our Beverly Hills’
  - Expands current brand from a single individual (My Beverly Hills) to the entire community (Our).
- ‘Beverly Hills Now’
  - “This isn’t the Beverly Hills you thought you knew; our city isn’t old - it’s vibrant & modern in every way.”

The Liaisons provided their feedback, preferences and suggestions on the two concepts; the following recommendations by the Liaisons will be taken to the full City Council on 9/14 during Study Session:

- Recommendation to rebrand the Shop Local Program to ‘Now Beverly Hills’
- The new logo would reflect the word ‘Now’ inside the City’s iconic shield
- The words ‘Beverly Hills’ would be listed under the shield
- The color scheme would be the unique color variants of orange, purple turquoise variants

If this item is approved to move forward, additional assets and a campaign will be developed in partnership with Symblaze, the Chamber of Commerce, and City staff.

3) Future Agenda Items Discussion

- Todd Johnson provided an update on the New York City Business Retention Trip to be held 10/18 - 10/22; New York businesses will be requiring proof of vaccination; the Evening with the Mayor event will be held at Greystone Mansion and Gardens on Thursday, 10/7.

ADJOURNMENT

Date / Time: August 31, 2021 / 3:34 PM