

Profile

Tara _____ Riceberg _____
First Name Middle Initial Last Name Suffix

Email Address

Street Address Suite or Apt

City State Postal Code

Mailing Address (optional)

Mobile: _____
Primary Phone

Work Phone

Cell Phone

Which Boards would you like to apply for?

Recreation And Parks Commission: Submitted

Question applies to Recreation And Parks Commission

How long have you lived in Beverly Hills? _____ (Applicant must be a resident of the City for a minimum of two years prior to filing an application, and if selected, remain a resident to serve.)

22 years

Question applies to multiple boards

Occupation:

Owner Tesoro Beverly Hills

Question applies to multiple boards

Have you ever been a paid lobbyist/legislative advocate? If so, when and before which Commission(s)?:

no

Question applies to multiple boards

Have you ever applied to the Team Beverly Hills Program?

yes

Question applies to multiple boards

Are you a member or alumnus of the Team Beverly Hills Program?

Team BH 2022-23

Question applies to multiple boards

Have you applied previously for a Commission appointment? If so, which Commission(s)?

Back in the '90s I applied for Parking Commission but was told I needed to complete TeamBH to be a commissioner.

Question applies to Recreation And Parks Commission

Completed applications may be emailed to CityClerk@beverlyhills.org or returned to the City Clerk's Office at 455 North Rexford Drive, Suite 290, Beverly Hills, California 90210. If you have any questions, please contact the City Clerk at telephone number 310.285.2400. Thank you.

IMPORTANT NOTICE

In order that we may preserve the integrity of the application and interview process, please direct all inquiries to the City Clerk, City Manager or the Director of Community Services. Please DO NOT contact the City Councilmembers or members of the Recreation & Parks Commission regarding the Recreation & Parks Commission vacancy.

- Conservation efforts to restore historical sites

Applications for the Recreation & Parks Commission may be obtained from the City Clerk's Office. It is recommended that interested candidates try to attend one or more meetings of the Commission to familiarize themselves with current issues. All applicants will be interviewed by a subcommittee of both the City Council and Recreation & Parks Commission (two members of each). Following these interviews, the subcommittee will recommend the names of one or more top candidates to the full City Council. City Councilmembers may then conduct further interviews before they make a final selection at a formal City Council meeting.

Candidates who have additional questions should feel free to contact the Director of Community Services or the City Clerk. Staff members will do their best to answer your questions and provide any additional background information that is needed.

The City Council and staff are very appreciative of the interest of all applicants.

Question applies to Recreation And Parks Commission

1. Please list community activities/organizations with which you are currently involved and past activities/organizations in which you have participated:

Beverly Hills Chamber of Commerce; Government Affairs Committee Participated with Small Business Task Force (proposed year-round lighting on Canon Drive) Participated with OpenBH Design and Operation Subcommittee Judge for artist submissions to 50th Annual Beverly Hills Art Show; participated as a judge in the show multiple times over the years. Beit T'Shuvah volunteer TeamBH 2022-2023

Question applies to Recreation And Parks Commission

2. Describe any technical experience (landscape design; arboriculture; leisure services; social work) or other background experiences which would prove useful to you as a Recreation and Parks Commissioner (educational, business or personal):

I'm a retailer in Beverly Hills and am passionate about community and connection. Some of my customers were my late mother's, who also had her store, Tesoro, on Canon in Beverly Hills. She instilled in me a love of art, nature (her degree was in landscape design), and an understanding that being in service to others is where you find contentment. I'm successful every day I make someone smile. Since my mother passed with Alzheimer's, I'm very aware of brain health and maintaining brain function. When I curate games and toys for my store, I always source items that are good for kids as well as their grandparents. I believe I could be of service for activities and games for the Active Adults Club. As my father just retired last year and is struggling to navigate aging and no structure to his day, I believe there are opportunities to create a club or activities specific to the just-retired set. I love Beverly Hills history and am an advocate for the future vision of the city. I might know more about the history of the Beverly Hills Speedway than anyone other than the first race winner and Hollywood celebrity, Jimmy Murphy's relative Gary Doyle. Automotive design evolved due to races run at BH Speedway. The BHPD actually had a beat badge for the speedway. I wrote about the track on my blog BestGiftStoreEver.com/blogs/news/a-speedy-tale-of-beverly-hills-race-car-history. Since Beverly Hills is synonymous with luxury and Hollywood glamour, I believe there are some wonderful marketing, advertising, and social media opportunities associated with the history of the track. I envision exhibitions at the recreation center, the library, and the Concours D'Elegance.

Question applies to Recreation And Parks Commission

3. Why do you wish to be a member of the Recreation and Parks Commission? (Specifically, why have you chosen this form of community service over the many other avenues of service available in the Beverly Hills community?)

After watching multiple commission meetings, I feel that I could contribute to the vast range of programs and projects that the RPC oversees. I believe my retail background could help to create new revenue streams from souvenirs and vendor kiosks. I've run the LA Marathon three times and believe that mental as well as physical health and wellness comes from staying active. I'd love to see more weekend 5K/10K races to support charities or after-school programs for BHUSD. I believe we need another dog park to encourage more social interaction in the community especially south of Wilshire. I'd love to create a BHK9 Club where residents can safely meet up with their dogs for walks through the city. RPC covers so many areas that are important to me from health, to art, to connection.

Question applies to Recreation And Parks Commission

4. Have you attended one or more Recreation and Parks Commission meetings within the past 12 months (in-person or virtually)? Please comment on your reactions. What key topics were of interest to you and why?

I've been virtually active. Until last month I hadn't caught Covid and was mindful of social interactions since I live with my aging parent. I have watched all of 2023's meetings. I would love to join the Community Events Ad Hoc Committees when Chair Lurie's term ends and help to expand BHAAC's full time excursions line-up. Since I'm a dog owner, improving the turf in the dog park and adding another location are important issues to me. I don't have children so I was surprised by how many parents complained about school pick up times and challenges to get their kids into after-school programs.

Question applies to Recreation And Parks Commission

5. How much time do you envision giving to the Recreation and Parks Commission? What other commitments might cause conflicts in your scheduling of Commission meetings or other related activities? Meetings are currently held the 4th Tuesday of every month (except July) at 2:00 p.m.

I spoke with Amie Sherry and am aware that the time commitment goes beyond the preparation and attendance of the meeting. I downsized my business to just one store in January knowing that I wanted to use my free time to be in service to the city. I'm prepared to give as much time as needed and don't have any conflicts with the schedule.

Question applies to Recreation And Parks Commission

6. What do you see as the major Recreation (Leisure/Cultural Services) and/or Park planning issues currently facing Beverly Hills?

I believe the RPC challenges will include enlarging after-school programs, ensuring the open space remains the same or increases, and Active Adult programs remain diverse and engaging.

Question applies to Recreation And Parks Commission

How would you describe the appropriate relationship amongst the Commissioners and between the Commission and community service organizations using recreation/park facilities? Would you find it difficult to vote in opposition to someone you know?

I believe the key to relationships is listening. Everyone has the right to be heard. I respect informed arguments yet I don't have to agree with them. As long as I can present an intelligent, well-researched position, then I would have no issue going against popular opinion. I would be able to vote in opposition to someone I know. I believe it's the purpose and responsibility of the Commission to make decisions that are best for the community. As a resident and a business owner in Beverly Hills, I believe that the Commission's purpose is to best serve the community, not individuals or small groups.

8. What past or current Recreation & Parks classes, events, or activities have you participated in? Are there any areas of service with Recreation & Parks where you think the City performs really well? Or any areas of service within Recreation and Parks that you feel are lacking, or haven't been well served?

I haven't participated in any classes, but I just signed my active adult father up for Aquacise classes this month. I'd like to see a counseling program for BHAAC members who are experiencing any challenges from retirement. I tend to spend time at Greystone for various events from the Winter Holiday event to private tours of the mansion. I would love to see more events at Greystone, like outdoor movie screenings or food truck events. I was very impressed with this year's Art Show. The wine garden was perfectly placed and I loved seeing 78 new participating artists. Perhaps there could be a student art competition based on BH flora and fauna. The winning designs could be turned into totes sold at the Farmer's Market to raise funds for the after-school programs. I think we have a strong community services department and could easily work together to create more opportunities for community building experiences, like an organized dog walk, weekend scavenger hunt for kids, and more.