Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210

Monday, November 6, 2017
4:00 PM

AGENDA

1) Public Comment
   a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Review Proposed Designs for Bistro Furniture on Rodeo Drive

3) Request for Reallocation of Approved Funding from RDC Inc. Contract

4) Adjournment

Byron Pope, City Clerk

Posted: November 3, 2017

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE LIBRARY AND CITY CLERK'S OFFICE

In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.
TO: Council Liaison
FROM: Mandana Motahari, City Architect
DATE: November 6, 2017
SUBJECT: Bistro Furniture on Rodeo Drive
ATTACHMENTS: 1. Site Drawings

Rodeo Drive Temporary Bistro Seating concept was implemented in August 2017 as part of the BOLD initiative during Ed Massey’s Portrait of Hope exhibit at City’s Iconic Beverly Hills Sign at Beverly Gardens Lily pond. The installation has proven to be very popular and heavily used by Beverly Hills Tourists, visitors as well as residents and business community.

Beverly Hills is one of the best place-brands in the world, providing people with an environment that makes them feel safe, comfortable, relaxed and related to the surrounding will enhance pedestrian life in our urban environment.

City of Beverly Hills Rodeo Drive Permanent Bistro seating project entails replacing existing temporary k-rails and site furnishing into built seating elements. Overall design goals of the project are to improve pedestrian safety along Rodeo Drive, promote sensible seating opportunities, while increasing community interaction and aiding in the support of local businesses.

Features of the project will include public seating areas, guardrails, bollards, parasols, new pavings, signage, planting, lighting, integrated sound system and tech support stations.
Attachment 1
SITE OVERALL TRAVEL TIME

1,534 FEET = 5.6 MINUTES WALK
SITE SUN / SHADE ORIENTATION

SIDEWALK BISTRO SEATING STUDIES

RODEO DRIVE - BEVERLY HILLS - CALIFORNIA 90210

KSA DESIGN STUDIO, INC.
STREETSCAPE INSPIRATION

BISTRO SEATING
REQUEST FOR CITY APPROVAL REALLOCATION OF FUNDS

The RDC requests a reallocation of $15,000 from the existing agreement between the RDC and the City of Beverly Hills (Agreement). Per the terms of the Agreement, the RDC is required to seek approval from the Rodeo Drive Committee / Special Events Council Liaison for reallocation of amounts greater than $25,000. The RDC is not requesting additional funds from the City - rather it is seeking to reallocate existing funds from the FY 2017/2018 Scope of Work to the B.O.L.D Holiday program.

The Rodeo Drive Committee (RDC) includes a brief presentation to City Council Liaison Member for the RDC / Special Events Committee of its proposed BOLD Holiday programming as part of the BOLD Holidays campaign for 2017.

With City approval, the RDC requests the reallocation of $15,000 from the “A BOLD Holiday - Incentivised Shopping & Social Media Contest” category to the “Additional BOLD Programming Allocation” category, per the FY 2017/2018 Scope of Work.

The funds will primarily be utilised towards the improvement of an upgraded audio sound system, increased pre and post production management for the duration of the BOLD programming, as well as ongoing live activations and entertainment for the 6 week BOLD programming campaign. The RDC also presents a table summarising the proposed budget outline for the allocation of funds for the overall “Additional BOLD Programming Allocation”, totalling $150,000, to include the $15,000 funding reallocation. (See presentation below).
### Current B.O.L.D Marketing Budget

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-400-25</td>
<td>A B.O.L.D. Holiday - Incentivised Shopping &amp; Social Media Contest</td>
<td>$40,000</td>
</tr>
<tr>
<td>2017-400-26</td>
<td>Additional BOLD Programming Allocation</td>
<td>$150,000</td>
</tr>
<tr>
<td></td>
<td>B.O.L.D. Sub-Total</td>
<td>$190,000</td>
</tr>
</tbody>
</table>

### Proposed B.O.L.D Marketing Budget Re-allocation

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-400-26</td>
<td>Additional BOLD Programming Allocation</td>
<td>$190,000</td>
</tr>
<tr>
<td></td>
<td>B.O.L.D. Sub-Total</td>
<td>$190,000</td>
</tr>
</tbody>
</table>
PRESENTATION | Re-allocation of additional B.O.L.D. programming funds

DJ Lindsay Luv

FOLLOWERS: 38.3K

NOTABILITY
Labeled the “DJ to the Stars” by MTV; “Turntable Goddess” by Victoria’s Secret, Featured By: Refinery29, WWD, Allure, Glamour, Zoe Report, In Style, Racked, WhoWhatWear, Rebecca Minkoff’s Minkette, Karmaloop, GUESS’ 30 Years of Style campaign. Blackbook, NYLON, Flaunt, In Style & TIME OUT NY

Jenny Albright

FOLLOWERS: 18.5K

NOTABILITY
Model & DJ. Clients include Cartier, Tiffany’s, Harper’s BAZAAR, Us Weekly, Refinery29, GQ, Steve Madden, Sunglass Hut, Daily Front Row, Adidas. Featured in publications including Teen Vogue, Top Shop, Fashion Week Daily, Galore Mag

DJ Reprise

FOLLOWERS: 12.3K

NOTABILITY
Clients include City of Beverly Hills, Netflix, Variety, Hulu, Warner Brothers Pictures, Cosmopolitan, SXSW Festival, CBS, Karma, Sundance Film Festival

* Last negotiations, 9/20
**PRESENTATION | Re-allocation of additional B.O.L.D. programming funds**

**M-Pact: Acappella Group**
Performed with Sheryl Crow, Boyz II Men, Natasha Bedingfield, Ray Charles, Natalie Cole, Bobby McFerrin, the Woody Herman Orchestra, the Maynard Ferguson Big Band, and many others. Sound has been used in both TV themes and animated Disney feature films.

**LED Entertainment**
Using next-generation costuming, the “LED Tempest Wings” features permanent costume colors: blue and white. Serves as a photo moment and WOW moment.

**Live Fashion Sketches - Nick Verreos**
Fashion designers working in the industry sketching the essence of individuals. Typically black and white drawings with pops of color. There will also be 3-4 students from FIDM live sketching as well.

**Roving Entertainment**
Elves and Snow Queens will walk the streets of Rodeo Drive to pose as photo moments with a holiday twist. These live, elevated models will grab peoples attention as they roam around.
PRESENTATION | Re-allocation of additional B.O.L.D. programming funds