



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

**Next Beverly Hills Committee Meeting**

**SPECIAL MEETING HIGHLIGHTS**

Tuesday, August 22, 2017  
8:30 AM

**MEETING CALLED TO ORDER**

Date / Time: August 22, 2017 / 8:32 AM

**IN ATTENDANCE:** Mayor Lili Bosse, Vice Mayor Julian Gold, Assistant to the City Manager Tim Hou, Management Analyst Michael George, Ben Reiss, Wil Master, Alex Polin, Blair Schlecter, Melody Emrani, Sarah Haney, Irma Hopkins, Amber Jamal, Ori Blumenfeld, Cory Charlupski, Joel Mejia, Michelle Khalatian, Joseph Auday, Lawrence Brown, Woodrow Clark, Tal Navarro, Jon Paul Puno, Julie Wagner, and Daniel Lavi.

**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. Melody Emrani, local business owner
2. Sherry Farrahi, personal stylist and consultant
3. Lawrence Brown, Angelytix Consulting
4. Joseph Auday, local financial advisor
5. Daniel Lavi, local attorney and real estate consultant

**b. Opening Announcements**

1. The September 26 Committee meeting was moved to September 19 to precede the Next Night event.

**3) Current Business**

**a. Initiatives Updates**

**1. Community Liaisons**

- i. The Technology Committee Liaison shared information on a new partnership with the Beverly Hills Chamber of Commerce to attract more technology companies to the City.
- ii. The Public Works Committee Liaison shared an update on major infrastructure projects currently under construction in the City.

**2. Next Night**

- i. City Staff shared an update on the recently approved Next Night event plan, which will now include an expanded event area and increased marketing opportunities for businesses on S. Beverly Dr. for the night of the event.
- ii. Committee members provided an update on the applications received for vendor booths and the status of the event entertainment lineup.
- iii. The Committee discussed whether to revise the event participation fee charged to food trucks.

**b. Subcommittees Updates**

**1. Marketing**

- i. The Marketing Subcommittee shared the public relations plan for the event, including the announcement of the official Facebook event.
- ii. The Committee will continue to partner with the Beverly Hills Chamber of Commerce and the Beverly Hills Conference & Visitors Bureau to promote the event.

**4) New Business**

**a. 2017 Priorities and New Initiative Proposals**

1. None.

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

1. None.

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

1. The Chamber of Commerce shared information on the Evening with the Mayor Event to occur on September 27.
2. The Beverly Hills Conference & Visitors Bureau shared an update on the forthcoming Holiday Lighting Program.

**d. Upcoming Meetings**

1. September 19, 8:30am – 10:00am

**ADJOURNMENT**

Date / Time:

August 22, 2017 / 9:45 AM