



CITY OF BEVERLY HILLS
Beverly Hills Liaison Committee Meeting
<https://beverlyhills-org.zoom.us/my/committee>

Meeting ID: 516 191 2424

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Beverly Hills City Hall
Beverly Hills, CA 90210

Beverly Hills City Council Liaison / Property Owners Task Force Committee
SPECIAL MEETING HIGHLIGHTS

Tuesday, April 13, 2021
4:00 PM

MEETING CALLED TO ORDER

Date / Time April 13, 2021 / 4:05pm

IN ATTENDANCE: Councilmember Julian Gold M.D., Councilmember Lester Friedman, Deputy City Manager Gabriella Yap, Director of Public Works Shana Epstein, Assistant Director of Community Development David Yelton, Marketing and Economic Sustainability Manager Laura Biery, Murugan Krishnan, Communications Specialist Chuck Merrill, Special Events and Filming Coordinator Magdalena Davis, Administrative Intern Luis Gonzalez, Executive Assistant Adrienne Tarazon, Blair Schlecter (Chamber of Commerce), Todd Johnson (Chamber of Commerce), David Mirharooni, Brad Adams, Mark Tronstein, John Bendheim, Bill Wiley, Evan Meyer, Dennis Ferrazzano, Matthew Burke, Wally Marks, Ming Shin, Bob Goldman, Sam Hakim, David Pashaie, Dar Mahboubi, Anna Gorbacheva, Patrick Nally, Bruce Meyer

1. Public Comment

- None.

2. Welcome & Introductions

- Welcome to the taskforce from staff and the Beverly Hills Chamber of Commerce
- Introduction from meeting attendees, City staff, and Chamber of Commerce.

3. Purpose of the Property Owners Task Force

- Introduction to the Property Owners Taskforce and the purpose of the committee by Beverly Hills Chamber of Commerce.

4. Continued Discussion - Potential Areas of Focus for the Task Force

- Discussion regarding current City zoning.
 - City should review zoning for commercial spaces; faster processes for rezoning would allow for faster or more attractive leasing options for potential tenancy and increase business.

- Review current zoning restrictions and determine if current use still makes sense. City should gain input from residential and commercial stakeholders.
- Explore options for mixed-use housing or residential properties near the business districts.
- Have increased access to vaccinations as people will be allowed/more comfortable to go out and shop.
- Discussion regarding the future of the City's OpenBH outdoor dining program.
- Explore options for business attraction, retention, and longevity that will continue to provide increased activity and foot traffic
- City should explore options to increase and promote public safety.
- Find new ways to promote and make City businesses more appealing.
- Explore options to close streets down and make streets "walkable."
- Help find appropriate spaces to fulfill business valet needs.
- Explore options for art, murals, and photo/experiential opportunities in the City.
- Explore moving farmer's market in a more visible area such as South Beverly Drive.
- Explore option to promote and increase opportunities for businesses on second floor.
- Increase support for plan check, business are waiting longer periods of time for plan approval for businesses.
- Attendees were invited to Small Business Taskforce on April 22, 2021 at 9:00am to review Economic Sustainability Plan prior to item going to the City Council.
- Explore expedited processes for property beautification.

ADJOURNMENT

Date / Time:

April 13, 2021 / 5:02 PM