



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
Virtual Meeting

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Thursday, June 18, 2020
6:00 PM

MEETING CALLED TO ORDER

Date / Time: June 18, 2020 / 6:00 PM

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Julian A. Gold, M.D., Director of Public Works Shana Epstein, Director of Community Development Susan Healy-Keene, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Public Information Manager Keith Sterling, Management Analyst Michael George, Derrick Ontiveros, Noelle Freeman, Tiffany Davis, Joel Hile, Tal Navarro, Todd Johnson, Allison Adams, Anjali Rajpal, Bob Bibeault, Bradley Cook, Henry Alfano, Kaveh Farshad, Kipton Cronkite, Dellara Gorjian, Shelly Rosenfeld, and Steve Weinglass

1) Public Comment

Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: None

2) Welcome & Introductions

a. Mayor Lester Friedman and Councilmember Julian Gold

- No update

b. Next Beverly Hills Chair Derrick Ontiveros and Vice Chair Noelle Freeman

- Derrick and Noelle welcomed the group for today's meeting.

c. Self-Introductions of Guests and Prospective New Members

- Shelly Rosenfeld – Beverly Hills resident, interested in getting more involved.
- Dellara Gorjian – Beverly Hills resident, graduate of UCLA Law School, interested in getting more involved.

d. Opening Announcements

- It is required to wear face coverings in public in the City and entire state. Visit www.beverlyhills.org/covid19 for more information.
- No more than 10 people are permitted to gather in public in a residential area between 9:00 PM and 8:00 AM.

3) Current Business

a. Next Gen Voice: Planning for the Future recap from 5/21 meeting

- The focus will be on the following three themes: Technology, Virtual Entertainment, and Business in the City. Small teams will be formed for each to bring ideas to the City.

4) New Business

a. Subcommittee Leadership (Marketing, Membership, Events, Next Night, Incubator, Coding Bootcamp)

- Joel Hile discussed a social media video awaiting City approval that can be used as a membership tool.
- Kipton Cronkite informed that the video chosen was “13th” and the Netflix viewing party will be on June 23rd at 7:00 PM.
- Allison Adams relayed potential ideas for an alternative concept for Next Night given the current health conditions that preclude holding a large block party gathering. The alternative event ideas shared included virtual cooking classes, painting parties, or live streamed concerts.
 - Chair Ontiveros agreed that virtual events are a great way to remain budget conscious.
 - Councilmember Gold relayed that virtual events are a practical alternative to large group events.
- Chair Ontiveros relayed information about the round table with the Beverly Hills Incubator Team and two companies. This will be featured in the Chamber of Commerce’s Back to Business virtual event on June 30th.
 - They are working with the City to set a date to pitch the two startup companies as a demo day.
- Bradley Cook discussed the Coding Bootcamp event for Python 3 focused on teaching individuals about web development.
- Chair Ontiveros discussed that participants can receive virtual library cards in order to sign up for the free coding bootcamp classes.
- Membership Chair Tiffany Davis discussed the new member application which can be found here: <http://bit.ly/nbhmembership>

b. Next Gen Voice: Reflection on Current Events

- Keith Sterling, Public Information Manager, discussed recent events.
 - Additional businesses will be opening tomorrow including nail salons and bars, with limited capacities.
 - On May 30th, there were both peaceful and disruptive protests of about 2,000-3,000 people that entered Beverly Hills. Destruction included looting and graffiti. The National Guard was brought to Beverly Hills to support the City’s Police Department and neighboring agencies. The City’s Emergency Operations Center was activated.
 - Occupy (Beverly Hills) was a movement that entered the City.
 - The City honored the memory of George Floyd with an 8:46 moment of silence during a recent City Council meeting, illuminating City Hall, an ad in the Los Angeles Times promoting social justice and equality, and adopting a resolution condemning the actions leading to his death.
 - 8 Can’t Wait is a list of policy recommendations for Police Departments. Utilize the City’s Trusted Innovation Portal (TIP) to submit ideas to the City’s independent City Auditor at www.beverlyhills.org/tip.
- Mayor Friedman discussed recent events.
 - There is normally mutual aid for the Police Department in emergencies, but those neighboring cities had to focus on their own areas during the protests.
 - Some City businesses experienced looting and damage.
 - The City was in contact with the Chain of Command to get the National Guard, which includes a request that has to go through Los Angeles

County and the State. The National Guard is an entity which can protect specific areas and does not replace the Police Department or have Police authority. The National Guard's protection of certain areas allowed the Police Department to be more effective in their duties. Additionally, some other cities and counties were able to offer mutual aid.

- Occupy (Beverly Hills) entered the City. The City's Police Department did not engage until the group moved from the business community into residential areas. The City enacted the rule to disallow more than 10 people to gather in public in a residential area between 9:00 PM and 8:00 AM.
 - It is important for the Police Department to have nonlethal ways of stopping crime.
 - Discussion is still occurring for restaurants to utilize street dining options.
 - Councilmember Gold reported on recent events.
 - There were no serious injuries and that most damage (mostly graffiti) was cleaned immediately.
 - All this discussion will be relevant when choosing a new Police Chief for the City of Beverly Hills.
 - Within the Metro project, Wilshire Boulevard has reopened ahead of schedule.
 - Tal Navarro introduced the idea of everyone donating to help the community.
 - Shana Epstein, Director of Public Works, remarked on the City's ability to immediately respond to looting and graffiti.
 - The Metro Purple Line project was originally set to be finished by 2028 before the Olympics, but timetables might change due to the World Cup in 2026 and it could finish early.
 - Todd Johnson discussed the Chamber of Commerce's Back to Business event on June 30th and the possibility for the Committee to have a virtual booth at the event. The agenda for the Back to Business event can be found here: <https://chambermaster.blob.core.windows.net/userfiles/UserFiles/chambers/1702/File/VirtualCollaborativeAgenda.pdf> and registration can be accessed here: <https://members.beverlyhillschamber.com/events/details/beverly-hills-back-to-business-a-virtual-collaborative-19394>
- c. **Open Discussion (Share interesting next gen-related info, events, invites, and ideas)**
- No update.

5) Adjournment

The upcoming Next Beverly Hills Committee is scheduled for July 16, 2020. (Committee meetings typically take on the 3rd Thursday of each month at 6:00pm).

- Date / Time: June 18, 2020 / 7:12 PM