



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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, December 6, 2016
8:30 AM

MEETING CALLED TO ORDER

Date / Time: December 6, 2016 / 8:35 AM

IN ATTENDANCE: Councilmember Julian Gold, Marketing and Economic Sustainability Manager Megan Roach, Assistant to the City Manager Tim Hou, Policy & Management Intern Michael George, Vic Nol, Julian Javor, Steffanie Altman, Devin O'Fallon, Sharona Nazarian, Wil Master, Jamie Ross, Boomer Welles, Michelle Khalatian, Ben Reiss.

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. None

3) Current Business

a. Next Night Initiative

1. 12/20 City Council Presentation
 - o The 12/20 Council presentation will be postponed so the Committee may pursue strategic sponsorships to offset the cost of the next Next Night event.
 - o Next Night will be discussed as part of the Committee's 2017 priorities and work program.

b. Housing White Paper Initiative

1. The Subcommittee reported that the outline of the report has been reevaluated such that City staff will now lead the research and work in conjunction with the Subcommittee.
2. Components of the revised report outline may include case studies of other cities and an objective/comparative analysis of demographic and housing patterns.

c. Marketing Subcommittee

1. Strategy Overview

- The Subcommittee did not have any updates to share with the Committee

4) New Business

a. 2017 Priorities Setting

1. The Committee voted to preserve the top 3 priorities of Lifestyle and Entertainment, Housing and Community Engagement. Additionally, the Committee voted Community Events, Next Gen Dining, and Leadership Development Opportunities as possible priority areas for 2017.
2. The Committee further discussed options to more narrowly define the Lifestyle and Entertainment component of the priorities and how to define Next Gen Dining.

b. Pitch & Tell

1. Pitch
 - None
2. Tell
 - None

c. Upcoming Meetings

1. December 20 at 8:30am in Municipal Gallery

ADJOURNMENT

Date / Time:

December 6, 2016 / 9:34 AM