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

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee Meeting
https://beverlyhills-org.zoom.us/my/committee
Meeting ID: 516 191 2424
Passcode: 90210

You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)

One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)

Thursday, June 16, 2022
9:00 AM

In the interest of maintaining appropriate social distancing, members of the public can
view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10
or Channel 35 on Spectrum Cable, and can participate in the teleconference/video
conference by using the link above. Written comments may be emailed to
MayorAndCityCouncil@BeverlyHills.org and will also be taken during the meeting when
the topic is being reviewed by the Beverly Hills City Council Liaison / Rodeo Drive / Special
Events / Holiday Program Committee. Beverly Hills Liaison meetings will be in-person at
City Hall.

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) Resolution of the Beverly Hills City Council Liaison I Rodeo Drive / Special Events / Holiday Program Committee authorizing public meetings to be held via teleconferencing
   pursuant to Government Code Section 54953(e) and making findings and determination
   regarding the same.
      a. New legislation (AB 361) was recently adopted allowing the Beverly Hills City
         Council Liaison I Rodeo Drive / Special Events / Holiday Program Committee to
         continue virtual meetings during the COVID-19 declared emergency subject to
certain conditions and the proposed resolution implements the necessary requirements.

3) Request for Temporary Street Closures & Special Film Elements for "Beverly Hills Cop 4"

4) Request from "Not Today Cancer 2nd Annual Memorial 5K" on September 25, 2022

5) Adjournment

Huma Ahmed
City Clerk

Posted: June 10, 2022

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT WWW.BEVERLYHILLS.ORG

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery, is wheelchair accessible.
Item 2
STAFF REPORT

Meeting Date: June 16, 2022
To: City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee
From: Gabriella Yap, Committee Secretary
Subject: A RESOLUTION OF THE CITY COUNCIL LIAISON / RODEO DRIVE/SPECIAL EVENTS/HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

Attachments: 1. Proposed resolution

RECOMMENDATION

Staff and the City Attorney’s office recommend that the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee adopt a resolution making the following findings so that meetings of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will be subject to the special Brown Act requirements for teleconference meetings: (1) the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has reconsidered the circumstances of the COVID-19 state of emergency; (2) the state of emergency continues to directly impact the ability of the members to meet safely in person; and (3) state or local officials continue to impose or recommend measures to promote social distancing. Though the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee adopted such a resolution in the past, these findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

FISCAL IMPACT

The proposed resolution allowing the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee greater flexibility to conduct teleconference meetings
is unlikely to cause a greater fiscal impact to the City as the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has been conducting such teleconference meetings for over a year.

INTRODUCTION

AB 361 allows the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions. These special requirements give the City greater flexibility to conduct teleconference meetings when there is a declared state of emergency and either social distancing is mandated or recommended, or an in-person meeting would present imminent risks to the health and safety of attendees.

BACKGROUND

On September 16, 2021, the Governor signed AB 361, amending the Brown Act to establish special requirements for teleconference meetings if a legislative body of a local public agency holds a meeting during a proclaimed state of emergency and either state or local officials have imposed or recommended measures to promote social distancing, or the body determines, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health and safety of attendees.

AB 361 authorizes local agencies to continue meeting remotely without following the Brown Act’s standard teleconferencing provisions if the meeting is held during a state of emergency proclaimed by the Governor and either of the following applies: (1) state or local officials have imposed or recommended measures to promote social distancing; or (2) the agency has already determined or is determining whether, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

DISCUSSION

To continue to hold meetings under these special teleconferencing requirements, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee needs to make two findings pursuant to Government Code Section 54953(e)(3). First, there must be a declared state of emergency and the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that it has reconsidered the circumstances of such emergency. Second, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that such emergency continues to directly impact the ability of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee’s members to meet in person. Alternatively, for the second finding, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that state or local officials continue to impose or recommend social distancing measures. These findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

The declared emergency is still in effect. Furthermore, the State of California and the County of Los Angeles have recommended measures to promote social distancing. The Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to
COVID-19 when they are closer than 6 feet apart from others for longer periods of time. Additionally, the Los Angeles County Department of Public Health still encourages people at risk for severe illness of death from COVID-19 to take protective measures such as social distancing and, for those not yet fully vaccinated, to physically distance from others whose vaccination status is unknown. The County Health Department also continues to recommend that employers take steps to support physical distancing and the City Council continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees.

Please note that AB 361 applies to all legislative bodies. Therefore, Commissions and standing committees will need to also comply with the requirements of AB 361.

Gabriella Yap
Secretary of the
City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee

Approved By
Attachment 1
RESOLUTION NO. CCL-SEC-03

RESOLUTION OF THE CITY COUNCIL LIAISON / RODEO DRIVE/SPECIAL EVENTS/HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

WHEREAS, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee is committed to public access and participation in its meetings while balancing the need to conduct public meetings in a manner that reduces the likelihood of exposure to COVID-19 and to support physical distancing during the COVID-19 pandemic; and

WHEREAS, all meetings of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code Sections 54950 – 54963), so that any member of the public may attend, participate, and watch the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee conduct its business; and

WHEREAS, pursuant to Assembly Bill 361, signed by Governor Newsom and effective on September 16, 2021, legislative bodies of local agencies may hold public meetings via teleconferencing pursuant to Government Code Section 54953(e), without complying with the requirements of Government Code Section 54953(b)(3), if the legislative body complies with certain enumerated requirements in any of the following circumstances:

1. The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.
2. The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency in response to the COVID-19 pandemic (the “Emergency”); and

WHEREAS, the Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time; and

WHEREAS, the Los Angeles County “Responding together at Work and in the Community Order (8.23.21)” provides that all individuals and businesses are strongly encouraged to follow the Los Angeles County Public Health Department Best Practices. The Los Angeles County Public Health Department “Best Practices to Prevent COVID-19 Guidance for Businesses and Employers”, updated on September 13, 2021, recommend that employers take steps to reduce crowding indoors and to support physical distancing between employees and customers; and

WHEREAS, the unique characteristics of public governmental buildings is another reason for continuing teleconferenced meetings, including the increased mixing associated with bringing people together from across several communities, the need to enable those who are
immunocompromised or unvaccinated to be able to safely continue to fully participate in public
meetings and the challenge of achieving compliance with safety requirements and
recommendations in such settings; and

WHEREAS, the Beverly Hills City Council has adopted a resolution that continues to
recommend steps to reduce crowding indoors and to support physical distancing at City meetings
to protect the health and safety of meeting attendees; and

WHEREAS, due to the ongoing COVID-19 pandemic and the need to promote social
distancing to reduce the likelihood of exposure to COVID-19, the City Council Liaison / Rodeo
Drive/Special Events/Holiday Program Committee intends to continue holding public meetings
via teleconferencing pursuant to Government Code Section 54953(e).

NOW, THEREFORE, the City Council Liaison / Rodeo Drive/Special Events/Holiday
Program Committee of the City of Beverly Hills resolves as follows:

Section 1. The Recitals provided above are true and correct and are hereby incorporated
by reference.

Section 2. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program
Committee hereby determines that, as a result of the Emergency, meeting in person presents
imminent risks to the health or safety of attendees.

Section 3. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program
Committee shall continue to conduct its meetings pursuant to Government Code Section
54953(e).

Section 4. Staff is hereby authorized and directed to continue to take all actions
necessary to carry out the intent and purpose of this Resolution including, conducting open and
public meetings in accordance with Government Code Section 54953(e) and other applicable provisions of the Brown Act.

Section 5. The City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has reconsidered the circumstances of the state of emergency and finds that: (i) the state of emergency continues to directly impact the ability of the members to meet safely in person, and (ii) state or local officials continue to impose or recommend measures to promote social distancing.

Section 6. The Secretary of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee shall certify to the adoption of this Resolution and shall cause this Resolution and her certification to be entered in the Book of Resolution of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee of this City.

Adopted: June 16, 2022

______________________________
LILI BOSSE
Presiding Councilmember of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee of the City of Beverly Hills, California
Item 3
INTRODUCTION

The Beverly Hills City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee (Liaisons) is presented a request from Netflix Productions and Paramount Pictures regarding support for the logistical elements of filming an upcoming feature film, “Beverly Hills Cop 4.” The filming will include temporary street closures, wrong-way traffic filming, simulated gunfire and a staged car crash (details below).

Film permits, which do not include street closures and other special effects elements, are typically administratively reviewed by the Special Events and Filming Division and then coordinated with the Beverly Hills Police Department (BHPD), the Beverly Hills Fire Department (BHFD), the Public Works Department and other divisions, as necessary, before approval. This particular project, as well as other unique films similar to the “Beverly Hills Cop” features, have required Council review and approval due to the considerations around action sequences and requested street closures.

The current production schedule for Beverly Hills Cop 4 proposes filming dates for September and October. This report presents the Council Liaisons with the concepts for the street closure and action sequences. Currently, the exact dates for the street closures are to be determined. City Staff will coordinate all logistics for the selected future dates.

DISCUSSION

“Beverly Hills Cop 4” is the latest installment in a comedy law enforcement franchise that features a stylized version of Beverly Hills, and its Police Department, with Detective Axel Foley, portrayed by Eddie Murphy. The first film, released in 1984, had significant portions filmed on location in Beverly Hills. In order to maintain the authenticity of the film’s namesake location, this film production is requesting to, once again, utilize actual locations in Beverly Hills for scenes.
The film’s production team seeks to request support for the following:

- A temporary street closure for an intersection of Wilshire at one of three proposed locations (McCarty, Crescent or Doheny Drives) for an approximate 12 hour duration on a Sunday in September or October (exact date yet to be determined). Sunday is the day of the week that has been evaluated to have the least impact to residents, business, and visitors. The film production company is aware that Sunday, September 25, 2022 is the start of Rosh Hashanah.
- Proposed special effects include simulated gunfire and staged car crashes to be filmed during this closure. No live ammunition will be utilized and BHPD will supervise. BHFD will also be on site.
- A temporary intermittent street closure and traffic control for wrong-way traffic filming on Rodeo Drive from Wilshire to North of Dayton for an approximate 12 hour duration on a date in September or October (exact date yet to be determined).

All other potential filming locations and film related requests fall under current Beverly Hills Municipal Code and administrative processes for regularly issued film permits by the Special Events and Filming Division. This includes possible filming at the Civic Center, City Hall, City Parks, residential and business locations. Film shoots take place in all of these proposed locations, frequently and with precedent, following current procedures for notifications, approval from residents and business owners to utilize their locations, and insurance requirements. There is no request to waive the application fee, insurance, permit or personnel fees for these permits by the “Beverly Hills Cop 4” production.

The film project will also be making a separate request for use of the Beverly Hills trademarked City shield, possible establishing shots, and marketing for the movie. This separate proposal will be presented to the Beverly Hills City Council Liaison/ Branding and Licensing Council Committee for direction prior to coming before the full City Council for separate approval.

Once the request proposal from the production is received regarding the use of the City Shield in marketing materials, the proposal will be shared with CMG Worldwide (the City’s Licensing agency) and then subsequently calendared for review by the Branding and Licensing Committee. Concurrently, the Special Events and Filming Division will proceed with the direction given by the Special Event Council Liaisons for the logistics of the film project.

**BHPD Details**

BHPD has been uniquely portrayed in the previous films, and has been working with the production company on the aforementioned street closures, simulated gunfire, and a staged car crash in order to make sure these elements are done safely and in accordance with best practices. BHPD reviews and determines best approaches to these aspects of film permits by closely working the BHFD and the Public Works Department.
Based on the support and/or direction of the Special Event Council Liaisons of these logistical requests, the following may occur in partnership with BHPD and may be coordinated by the Chief's Office:

- Production team tour of BHPD.
- Past movies have featured faux versions of the Beverly Hills Police Department patch, uniform, vehicles, and department locations, which have been developed by the production's art department. Requests for photographs of these items and areas are being considered.
- Ride-alongs with Officers, general questions about day-to-day work, as well as questions regarding BHPD’s initiatives and programs are of interest to the production team. These topics are being considered.

**Notifications and City Partners**

The Chamber of Commerce, Conference and Visitors Bureau, and the Rodeo Drive Committee have been notified and reviewed the proposals for these logistical asks. For past productions, the Chamber has provided productions with film-friendly local businesses that can be patronized during these film shoots.

As is required and standard for all film shoots and street closures, robust notification around the radius of the specific film locations will be made. The notifications will include information for residents, businesses, churches and temples around the filming area. Extensive advanced warning will be provided in the form of written notices to the residents and businesses within a radius around the closure areas. This includes advanced message signboards and a point of contact from the production and the City.

Staff have reviewed the proposed temporary closures and found no conflicts currently exist with the Metro Purple Line Extension construction work. Details for the street closures, including finalized date and time, will be coordinated with City Staff and Metro.

**FISCAL IMPACT**

All City permits and fees as well as any associated costs will be the responsibility of “Beverly Hills Cop 4,” and include full cost recovery for personnel, equipment, signage, etc., as with all film permits.

Yet the advanced planning and staff development required by this film project is more typical of a large-scale private event, such as the LA Marathon or the Golden Globes. Therefore, while this is a Filming project, the Street Closure Fee and the PD Admin Fee, under the Major Private Special Events category, are also applicable.

Estimate for “Beverly Hills Cop 4” closures based on current rates (as of July 1, 2022):
## Fees for Proposed Closures* (Paid by Production)

<table>
<thead>
<tr>
<th>Service</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film Permits</td>
<td>$4,632.00</td>
</tr>
<tr>
<td>Street Closure Fees (2 locations)</td>
<td>$13,712.00</td>
</tr>
<tr>
<td>PD Admin Fee for Major Private Events</td>
<td>$11,576.00</td>
</tr>
<tr>
<td>Police Officers**</td>
<td>TBD</td>
</tr>
<tr>
<td>Fire Safety Officers**</td>
<td>TBD</td>
</tr>
<tr>
<td>Public Works Personnel**</td>
<td>TBD</td>
</tr>
<tr>
<td>Signage, Equipment Costs**</td>
<td>TBD</td>
</tr>
</tbody>
</table>

*Fees shown in table represent estimates for the days of filming that require closures only. Full fees will be assessed and paid depending on all final film permits, including non-closure locations.

**For all street closures and film permits, personnel hours are billed at a hourly rate of actual time worked, and are as-yet to be determined.

For all street closures, Risk Management requires General Liability Insurance in the amount of $3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, to be provided by the production. All film permits require insurance as well.

## RECOMMENDATION

Staff requests City Council Liaisons feedback is requested on the “Beverly Hills Cop 4” proposal for the following:

- A temporary street closure for an intersection of Wilshire at one of three proposed locations (McCarty, Crescent or Doheny Drives) for an approximate 12 hour duration on a Sunday in September or October (exact date yet to be determined). Sunday is the day of the week that has been evaluated to have the least impact to residents, business, and visitors. The film production company is aware that Sunday, September 25, 2022 is the start of Rosh Hashanah.
- Proposed special effects include simulated gunfire and staged car crashes to be filmed during this closure. No live ammunition will be utilized and BHPD will supervise. BHFD will also be on site.
- A temporary intermittent street closure and traffic control for wrong-way traffic filming on Rodeo Drive from Wilshire to North of Dayton for an approximate 12 hour duration on a date in September or October (exact date yet to be determined).

City Staff will bring the completed proposal to City Council at the June 21, 2022 Formal Meeting.
Attachment 1
May 31st, 2022

Attn: Mayor Bosse and Council

I am writing on behalf of Netflix Productions and Paramount Pictures in regard to our upcoming feature film, Beverly Hills Cop 4.

World renowned Producer, Jerry Bruckheimer is reviving the franchise that was filmed primarily in Beverly Hills and we hope to do the same. As the backdrop for our film, we want to immortalize Beverly Hills on the silver screen. In order to truly show the best of BH, we want to film a chase sequence through Two Rodeo, down the iconic staircase and back up Rodeo culminating at the Gucci storefront.

Logistically, this would involve obtaining permission from the property owner of Two Rodeo, procuring the proper permits to ITC Rodeo for an entire day of filming, and working with the many shops whose names and logos we want to show on screen.

This would most likely be a single day event during in either September or October (after summer but before the holidays). I have attached an overhead map to help illustrate our driving route as we would have an actor on a small 3 wheeled electric cart being chase on foot through Two Rodeo, then by car Northbound up Rodeo Drive, cutting across oncoming traffic and ending in front of the Gucci Storefront. We would have a large crew of 100 plus people and background actors and would most likely need some street parking on Rodeo for our high-end picture cars.

We hope that this film will do for Beverly Hills what the first two Beverly Hills Cop movies did for Beverly Hills all those years ago.

Thank you for your consideration,

Dan Cooley
Supervising Location Manager – Beverly Hills Cop 4
Attachment 2
BHC4: WILSHIRE INTERSECTION CLOSURE
McCarty, Crescent or Doheney Dr. for approx. 12 hours
Proposed intersections below
One will be selected with City staff
Attachment 3
BHC4: TWO RODEO & GUCCI
Rodeo Dr. - Between Brighton Way & Wilshire Blvd

- GUCCI
- CROSSWALK
- Go4 DRIVEPATH START (BOLLARDS & KIOSK)
- TWO RODEO
- STAIRCASE
Item 4
INTRODUCTION
The Beverly Hills City Council Liaison/Rodeo Drive /Special Events /Holiday Program Committee (Liaisons) are requested to review a request from “Not Today Cancer” (NTC) 501c3 nonprofit for a charity 5K fun run for pediatric cancer research, in honor of the co-founders’ son, Mason Duncan-Book. A waiver of permit and personnel fees is requested for the 2nd annual event to be held on Sunday, September 25, 2022. No full street closures are requested for the 5K race, or event Expo at Roxbury Park. If approved, staff will proceed with necessary permitting while notifications will be the responsibility of the event applicant.

DISCUSSION
Not Today Cancer was established in 2021 by Stacey Book and Jennifer (JJ) Duncan who lost their 11-year-old son Mason to T-Cell Acute Lymphoblastic Leukemia in the autumn of 2020. NTC has developed an annual event to raise money and awareness for pediatric cancer research in September, which is both Pediatric Cancer Awareness Month, and Mason’s birthday month. Last year, the inaugural 5K race took place, along with a bench dedication, in Roxbury Park, where Mason was known as the “Mayor of Roxbury”. It had over 200 participants.

This year’s goal for the 5K is to grow the race from a park-only loop, to a larger course with post-race Expo event, and a larger audience. This year’s race, titled “Run of the Stars”, will honor Beverly Hills as home of the stars, like Mason, while raising awareness and funds for the 2018 STAR Act (Survivorship, Treatment, Access, Research), the most comprehensive childhood cancer bill passed in history.

A waiver of permit and personnel fees is requested to maximize the total proceeds that can go to the nonprofit organization. The event, as proposed, includes the following:
• Race bib pickup and final registration in an interior room at Roxbury Community Center on Saturday, September 24, 2022 from 9:00am-5:00pm
• 5K race starting at Roxbury park, on a local residential and business street route (see Attachment 2), on Sunday, September 25, 2022 from approximately 9:15am-10:30am
• Post-race trophy ceremony and “Community NTC Party” at Roxbury Park until 1:00pm on Sunday, September 25, 2022

No full street closures are proposed for this year’s event, and organizers will work with City staff including BHPD, to determine the safest route and traffic control needed for the race. The goal is to grow the event from last year’s 200-plus participants, up to 1,500 participants. The race course will be a 5K at approximately 3.1 miles, and geared towards anyone 10 years of age and older who can walk, run and have fun.

Local community members have written support for the event (Attachments 3 and 4), and the Duncan-Book family have been residents of Beverly Hills since 2006, with their children attending BHUSD. Notifications will be distributed along the route to any effected residents and businesses, as well as placement of advanced signage. Beautiful gold ribbons (the color of childhood cancer awareness) will also be distributed to supporters throughout the City. NTC hope to have this be an opportunity for community engagement for BHUSD families, and others who may have been affected by Mason’s death, as well as having public recognition for National Childhood Cancer Awareness Month, as the STAR Act is up for re-authorization this year in Congress.

NTC organizers plan to have corporate sponsors, as well as race registration cover the cost of the event, while donors and race fundraisers will raise money for the nonprofit. City permit, room rental, and personnel fees are requested to be waived to maximize total proceeds.

**FISCAL IMPACT**

Expenses related to the event requested to be waived by the Not Today Cancer event organizers, include: City permits, rental use fees, City personnel, and any other City-associated costs related to the event. The waiver of fees does not include non-City items that are required for the event, such as notifications, traffic control equipment, and vendor-related expenses.

The following are estimates for the current proposal based on the FY ‘22/’23 fee schedule (as of July 1, 2022), and may be up to these amounts:

<table>
<thead>
<tr>
<th>Proposed Fees Waived</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Event &amp; Public Right of Way Fee</td>
<td>$1,025.00</td>
</tr>
<tr>
<td>Roxbury Park Community Center Room Rental*</td>
<td>$3,824.00</td>
</tr>
<tr>
<td>Roxbury Park Grounds Use</td>
<td>$4,704.00</td>
</tr>
<tr>
<td>Park Ranger</td>
<td>$472.00</td>
</tr>
<tr>
<td>Police Officers &amp; Traffic Control Officers</td>
<td>$2,664.00</td>
</tr>
<tr>
<td>Fire Safety Officer</td>
<td>$660.00</td>
</tr>
<tr>
<td>Public Works Personnel</td>
<td>$520.00</td>
</tr>
<tr>
<td>Signage, Equipment Fee</td>
<td>$1,480.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$15,349.00</strong></td>
</tr>
</tbody>
</table>

*This is for the largest room available at Roxbury Community Center. A lower-rate smaller room may be available and utilized instead.

The City’s Risk Manager has also recommended General Liability Insurance in the amount of $3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, as a
requirement to be provided by event organizers. This insurance requirement matches other street-use events in the City.

**RECOMMENDATION**

City Council Liaison feedback and direction is requested regarding support of the Not Today Cancer 2nd Annual Memorial 5K “Run of the Stars” event and associated fee waivers of approximately $15,349.00 to occur Sunday, September 25, 2022. City Staff will bring a complete proposal to the full City Council for approval at a future meeting, and move forward with permitting and logistics.
Attachment 1
The Beverly Hills Run of the STARS

5K Fun-Run!

Special Event Proposal
From Not Today Cancer!

Event Date:
September 25, 2022

Ready to sign some autographs?
Put on your sneakers and your shades and watch out for the paparazzi!

Dress as a STAR for a 5K Fun-Run through the Iconic City of Beverly Hills!

This September, non-profit organization “Not Today Cancer” is planning a fundraising 5K Fun Run to raise money for research for Pediatric Cancer.

September marks National Childhood Cancer Awareness month, and is also the birthday month of Mason Duncan-Book, the inspiration behind this organization. Mason passed away of Leukemia in 2020 at the age of 11, and his parents now fight to end childhood cancer.

The event, “The Beverly Hills Run of the STARS” is so named for several reasons:

• Beverly Hills is iconic for “swimming pools and movie stars!” who doesn’t want to come to Beverly Hills and feel like a STAR?

• Races that have themes and a tourist-draw do very well. The opportunity to run through Beverly Hills, and to dress up as your favorite STAR will ensure a successful race – and a really fun one too!

• The STAR Act is the most comprehensive Childhood Cancer bill in history. It was originally passed in 2018 and is currently in Congress for re-authorization. Not Today Cancer is in active partnership with the Alliance for Childhood Cancer and the Leukemia & Lymphoma Society as advocates for this bill.

  • The STAR Act stands for “Survivorship, Treatment, Access, Research.”

  • The founders’ son Mason was a STAR! He was active in Beverly Hills in a theater group and loved being the star of the show. After he passed away, school families came together and bought a STAR for Mason! His bench at Roxbury Park reminds us “Shine Forever, Mason!”
1. “Not Today Cancer” is a registered 501c3 nonprofit organization, with a core mission of raising funds for pediatric cancer research, as well as offering support to pediatric medical establishments so that they may better serve their young patients.

   o NTC was established in 2021 by Stacey Book and Jennifer (JJ) Duncan, who lost their 11-year-old son Mason to T-Cell Acute Lymphoblastic Leukemia in the autumn of 2020.
   o The Duncan-Book family are residents of Beverly Hills. Mason was a 5th grader at Horace Mann Elementary when he passed, and his little sister Madeline will be starting the 5th grade in the fall of 2022. Stacey and JJ have lived in Beverly Hills since 2006.
   o There is a memorial bench, dedicated to Mason at Roxbury Park, where park rangers used to lovingly refer to him as “the Mayor of Roxbury.”
   o Mayor Bob Wunderlich and Mayor Lili Bosse are friends of the family and both spoke at Mason’s Memorial Service in 2021.

2. NTC is planning to host “The Beverly Hills Run of the STARS” in Beverly Hills, on September 25, 2022.

   o The purpose of this event is to raise money and awareness for pediatric cancer research during the month of September, which is National Pediatric Cancer Awareness Month.

   o September is also the month of the founders’ late son Mason’s birthday, 9/15/09.

   o Proceeds from the event will go to the nonprofit organization, Not Today Cancer, which in turn helps to fund pediatric cancer research.

3. Dates and Hours of Event
   o Saturday, 9/24/22: 9am-5pm
     ▪ Activity:
       • Bib Pickup and last minute Registration
       • Minimal Exterior Setup
       • Unloading and storage of gear
     ▪ Location: INTERIOR: An appropriate Room in the Community Center:
       • This would serve two purposes:
         o A Staging Location for us to unload and store all of our Race Day Gear (signs, tables, chairs, deflated startline, water stations, etc)
         o A table/booth pickup for registration and bib-pickup
The Beverly Hills Run of the STARS

5K Fun-Run!

- **Sunday, 9/25/22 6am – 2pm**
  - Activity: Race Day!

  - 6am: Setup (start-line, water stations, sponsor booths, volunteer checkin)

  - 8am: Racers start to arrive

  - 8:30am: Music starts (speakers)

  - 9:00am – 9:15am: Racers gather on Startline – National Anthem played, words of encouragement from race founders and sponsors, as well as safety and rules read.

  - 9:15am: Race Horn! The Race begins!
    - Most Racers will be done within 30 min to an hour
    - We will keep the course open until 10:30am
    - We will send a “sweeper” shuttle to help either usher any slower people onto sidewalks or to give a ride home at 10:30am
      - This is a short race, so we do not foresee any stragglers really being out there, but we want to be mindful of our participants' safety.

  - 10:45am, Trophy Ceremony for Age Bracket winners

  - 9:15 – 1pm: Community NTC Party
    - Food booths
    - Merch Booths
    - Sponsor Booths
    - Blood Drive Sign-up
    - Games/Raffles
    - Music
    - Community Fun

    - 1pm – 2:00pm Clean-Up

4. Location of the Event: STARTLINE/FINISHLINE, AND COMMUNITY EXPO AT ROXBURY PARK.

  - Looking at a couple of Proposed Routes with the Beverly Hills PD.

  - Route needs to be approximately 3.1 miles for a 5K
The Beverly Hills Run of the STARS
5K Fun-Run!

- The Expo Portion of the event should take place at Roxbury Park, mostly on the south and southeast sides of the park.

- We would like to secure a room at Roxbury Community Center for our Saturday registration day and as a space to stage our gear.

5. Total Budget for event: Pending permit and city labor costs associated with the event. We plan on having corporate sponsors, and race registration pay for the cost of the event, while donors and race fundraisers will raise the money for the nonprofit.

- Once we receive numbers from the city, we are happy to submit a budget report.


- Letter from Caitlin Carter, BHUSD teacher & Service Learning Coordinator at Beverly Vista Middle School
- Letter from Noah Margo, BHUSD Vice President and Governing Board Member

7. Expected Number of Attendees:

- Last year we had over 200 participants
- We have a goal of 1500 participants.

8. Target Demographic of Event:

- For the Runners: anyone 10 years and above who is healthy and able to complete a walk or run of 3.1 miles
- For the surrounding expo event: families, and any community members who would like to enjoy the day together.

9. Public Benefit of Event

- This event will boost tourism, because we will attract runners and walkers from all around to tour 3.1 miles of Beverly Hills on foot!
  - There are many runners who look for “running tourism” events, in other words – races to sign up for as a way to visit a city. We aim to make the Beverly Hills area a selling point!
- Perhaps our biggest benefit to the city is the opportunity for community engagement. You will see from the letters of support that we have submitted that this event last year created a sense of community like many had never seen. All the BHUSD schools and their families were affected by Mason’s death – and they all came together to learn how they could help other kids. It’s been a beautiful experience and we would like to continue to tend to this “garden!”
The Beverly Hills Run of the STARS
5K Fun-Run!

- We also feel that Beverly Hills having a public event in recognition of National Childhood Cancer Awareness Month is a positive benefit for the city.
  - There is an opportunity here for the whole city to wear gold ribbons (gold is the color of Childhood Cancer) and to bring awareness to an issue that is a major factor in this country.
  - The STAR Act was signed into law in 2018, and was the most comprehensive childhood cancer bill ever passed. This year it is up for re-authorization, and Not Today Cancer, along with the Alliance for Childhood Cancer, and the Leukemia & Lymphoma Society’s Pediatric Initiative is advocating for our representatives to support this bill. Thankfully, it seems to have bi-partisan support in Congress.
    - For Beverly Hills to help bring awareness to this bill and to the issues children with cancer face, it would be a charitable and favorable stance to take in a city that we have found embraces families and community.

10. Notable Attendees connected to this event:
   - Lili Bosse is a supporter of NTC and was a friend to Mason. She stands behind this event wholeheartedly and we plan to ask her to say a few words on the day of the event. We would like to invite the Mayor to be the one who sounds the start-line HORN!
   - Bob Wunderlich is also a friend of the family and he spoke at Mason’s memorial service. We will also be asking him to say a few words at the event.
   - VIP guest list is still TBD, but we do have personal connections to some celebrity presences who have stood with us through Mason’s journey, and have voiced that they would be happy to support our nonprofit as we continue.

11. This will be a public event.

12. Publicity/Marketing: NTC has employed Pacific Coast Timing, who will be handling the timing and set-up/break-down of the race, in conjunction with our Race Director, Gavin McKiernan of Mercury Events. They will be helping us with marketing of the race in the following ways:
   - The Race Website will be on an email blast to running communities all over the state of California
   - A Race Banner will be made and hung at multiple events through the summer
   - Flyer Distribution at other races and events.
   - Race will be listed on all Runner Forums as an official 5K listed event.
The Beverly Hills Run of the STARS

5K Fun-Run!

- We also plan on some grass-roots promoting, through the BHUSD system, word-of-mouth, and local company sponsorship.
- Social Media
- Radio Interviews.
- Newspaper Journalist Invitations

13. Permits for the Event:
- We will need any permits necessary for
  - holding the event at Roxbury Park
  - Street Closures
  - Parking – We plan on reaching out to BHUSD for use of BHHS parking.
  - Please let us know any and all permit needs and costs.

14. Impacts to the City
- This is a half-day event on a Sunday, and we have been careful not to select a day that already has a big event (The Emmys, for example.)
- We will be playing amplified music, but not before regulation hours, and only until midday.
- We will need to discuss parking. As mentioned in item #13, we have some thoughts about possible parking passes for racers, or working with BHHS for use of their parking structure on that day.
- There will be some neighborhood street closures, We will only need actively closed streets for about an hour on a Sunday morning. We are willing and ready to discuss best ways to handle this with the City Traffic Enforcement.

15. City Requests
- We ask simply that the City keep in mind that this is a non-profit event for a charity about childhood cancer. While we aim to make this “big and shiny,” we will be funding this through donors. We do not personally have deep pockets – but we aim to find the sponsors who do. The money we don’t spend goes to research for Childhood Cancer to help kids survive and thrive. Therefore, we request that if there are any nonprofit level fees, any fees that can be waived, etc, we would greatly appreciate this.
- There is more to be discussed, for sure, around police presence and park ranger presence – and we would also love to discuss the possibility of on-site paramedic presence for any unforeseen emergencies with race participants.
We thank you for your consideration and we hope to continue our relationship with this city that Mason called home, and that we love dearly.

Warmly,

JJ Duncan & Stacey Book
Co-Founders of Not Today Cancer
https://www.nottodaycancer.care
310-779-9334
Attachment 2
This route uses fewer main streets, but will block off neighborhood streets, and thereby block people's driveways.

You're taking control of your fitness and wellness journey, so take control of your data, too. Learn more about your rights and options. Or click here to opt-out of certain cookies.
Attachment 3
JJ,

I was honored to receive your email. With the world mired in so much ugliness we often ask ourselves, “What can one do that really matters?” For me, it has always been serving the best interests of children. From school teacher to school board to Taste of Broadway to charities, I have had a pretty consistent streak supporting the youth of our community. It is for that reason that I am writing this letter in full support of your upcoming Not Today Cancer (NTC) event. Last year’s 5K was one of those rare community get-togethers with a real purpose. It brought people together who do not normally interact on such a personal level. Much akin to running into your high-school teacher at a concert. “Oh, you like this band, too? Who would’ve thunk it?”

I adored Mason. The memories of him coming to rehearsals after treatment left an indelible mark in my brain. His strength was truly a miracle to behold and to this day I honestly draw upon those moments during my own difficult times. The mission of NTC is noteworthy as well. Amongst so many nonprofits, its goal is specific, purposeful and truly comes from the heart with no other motive than supporting children’s lives. When communities can rally in support of a cause it brings out the best in us. That is exactly what we need now and always. I look forward to September and celebrating Mason’s life with such a wonderful event.

Noah Margo
BHUSD Vice President & Governing Board Member
Attachment 4
Greetings.
I am writing in support of the Not Today Cancer event in Beverly Hills. As a BHUSD teacher for over 25 years, I love how this community comes together to support one another and this event is the perfect example of that. I have been the service learning coordinator at Horace Mann and now Beverly Vista Middle School for a number of years. The service learning program is where students not only give back to their community, but learn more about a cause in the process. Through the Not Today Cancer organization, our students have learned about this terrible disease and how it can impact families. But they have also learned about treatments and hope that we all have to someday find a cure. For example, students in my math class have used statistics related to this topic to solve problems and students in science classes have learned how cells work.

Students are also able to earn community service hours at the Not Today Cancer event. In all of my years, I have never seen such an outpouring of support from our students to this wonderful cause. There were more students volunteering for this event than I have ever seen and even now, months later, students are still talking to me about it. We had cheerleaders and color guard also there making the event more fun and getting everyone involved.

Finally, I would like to add that the organization of this event was amazing. We had advance meetings with the team and they had a plan ready and everything set in place. We at Beverly Vista are so fortunate to be able to work with them and we are so proud to support this cause. It is my hope that it can be a tradition that Beverly Vista and Not Today Cancer work together for years to come.

Caitlin Carter

--

Caitlin Carter
MATH TEACHER/DEPT. CHAIR

200 South Elm Drive
Beverly Hills, CA 90212
(310) 229-3665 ext. 3083
bvms.bhusd.org

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