



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

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Thursday, May 20, 2021
6:00 PM

MEETING CALLED TO ORDER

Date / Time: May 20, 2021 / 6:02 PM

IN ATTENDANCE: Mayor Robert Wunderlich, Councilmember Julian A. Gold, M.D., Deputy City Manager Gabriella Yap, Director of Public Works Shana Epstein, Director of Community Services Jenny Rogers, Management Analyst Gabrielle Ressa, Special Events and Filming Coordinator Magdalena Davis, Noelle Freeman, Tiffany Davis, Henry Alfano, Alexander Assil, Ori Blumenfeld, Christine Chen, Kipton Cronkite, Noah Eteessami, Kaveh Farshad, Judie Fenton, Joel Hile, Todd Johnson, Kory Klem, Derrick Ontiveros, Anjali Rajpal, Benjamin Reiss, Tiffany Saidnia, Charles Smith, Jessica Varone, Raven Vermeil, Mark E

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. Next Beverly Hills Chair Noelle Freeman and Vice Chair Tiffany Davis

- Noelle Freeman and Tiffany Davis welcomed the group.

b. Mayor Robert Wunderlich and Councilmember Julian A. Gold, M.D.

- Mayor Robert Wunderlich and Councilmember Julian A. Gold, M.D. welcomed the group and invited input on One Beverly Hills from the Committee or individuals.

c. Self-Introductions of Guests and Prospective New Members

- Christine Chen introduced herself.

3) New Business

a. Subcommittee Updates

- i. Business & Economic Impact** – Noah Eteessami and Ori Blumenfeld discussed outside events.

1. Information about One Beverly Hills

- Noah Eteessami and Ori Blumenfeld discussed the New Business Questionnaire and the current status of the One Beverly Hills project.

- ii. Next Gen Civic Action**

1. Public Art Statement

- Benjamin Reiss discussed the *Art in Public Places* program. Mayor Wunderlich, Councilmember Gold, and Director of Community Services Jenny Rogers discussed the City's involvement with the *Make Music Day* and the forthcoming summer of Arts and Culture

activations in the City. The Committee supported the Public Art Statement.

b. Discussion about Energizing the City Post-COVID-19

- The Committee discussed ideas to revitalize the City following COVID-19. Mayor Wunderlich and Councilmember Gold noted that the Committee could prepare proposals to present to City Council.

4) Current Business

i. Next Gen Art

- Kipton Cronkite provided an update to the group. The Arts and Culture Commission, the Human Relations Commission, and the Next Beverly Hills Committee received approval for a temporary art installation project at 445 North Cañon Drive. Kipton Cronkite presented potential future art installation ideas.

ii. Charity

- Noelle Freeman updated the Committee on the success of last month's charity endeavor.

iii. Marketing

- Raven Vermeil reminded the Committee of the Chamber of Commerce's *Shop Local, Get Local* campaign in the City.

iv. Events

- Anjali Rajpal remarked on the success of the art walk tour, the Greystone Mansion art class, and potential future educational events.

b) Open Discussion (Share interesting next-gen related info, events, invites, and ideas)

- There was no discussion for this topic.

5) Adjournment

a. The upcoming Next Beverly Hills Committee is scheduled for June 17, 2021 at 6:30 PM.

- Date / Time: May 20, 2021 / 6:57 PM