



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
Room 280A

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, January 30, 2018
8:30 AM

MEETING CALLED TO ORDER

Date / Time: January 30, 2018 / 8:31 AM

IN ATTENDANCE: Mayor Lili Bosse, Vice Mayor Julian Gold, Director Office of Resilience Pamela Mottice Muller, Management Analyst Michael George, Jon Gluck, Kaveh Farshad, Cory Charlupski, Sarah Kurtz, Noelle Freeman, Ben Reiss, Tanya Murray, Vic Nol, Kory Klem, Ori Blumenfeld, Kimberly Alexander, Jamie Ross, Derrick Ontiveros, Henry Alfano, Mark Elliot, Liat Portal, Robert Bibeault, Ivan Lovegren, Rita Ortiz, Joel Hile, Boomer Welles, Irma Hopkins, Tiffany Saidnia, Marsha Sallai, Yoann Bohbot, and Alex Polin

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. Tiffany Saidnia, fashion design and manufacturing professional (second meeting)
2. Kimberly Alexander, fashion manufacturing
3. Tanya Murray, real estate professional and experiential events
4. Marsha Sallai, business owner and Friends of Greystone representative
5. Liat Portal, high tech start up business consultant (second meeting)

b. Opening Announcements

1. Chair Jon Gluck announced the Facebook group launch for inter-committee communication purposes.

3) Current Business

a. 2018 Teams

1. Chair Jon Gluck introduced all members of the various teams, standing committee, and initiative committee.
2. Housing Subcommittee Chair Alex Polin discussed her vision for the Next Gen Housing Subcommittee, calling for teamwork and collaboration on the project.

3. Next Night 2018 Chair Cory Charlupski and Next Night Subcommittee Chairs Boomer Welles and Sarah Kurtz shared updates on their experience with Next Night and their plans for the coming year.
4. Social Media Chair Ariana Escalante shared her plan for a new social media presence for the Committee.
5. Vice Mayor Dr. Gold and Committee members discussed the possibility of a bi-annual Next Night and the potential need to explore the budget implications of two such events per year.

b. 2018 Priorities Setting

1. Chair Jon Gluck introduced priority setting exercise and outlines the process for selecting a maximum of five priority areas per year
 - i. The Committee reviewed the 2017 priorities of Next Gen Dining, Leadership Development, Community Liaisons, Community Event Collaboration, and Next Gen Housing.
2. Committee members discussed several options for potential priority areas, including food and wine festivals, mayoral initiatives, street art, and community branding improvements & marketing.
3. Vice Mayor Dr. Gold suggested that committee support of Mayor's initiatives to fall under the leadership development priority area, and the Committee agreed with the suggestion.
4. The Committee decided to replace Community Liaisons and Next Gen Dining with Communications/Branding and Next Gen Art

c. Initiatives Updates

1. **Next Night**
 - i. Chair Jon Gluck provided overview of plan for new Next Night team to present the budget proposal to City Council once ready.
2. **Community Liaisons Reports**
 - i. Chair Jon Gluck moved reports to forthcoming meeting.

4) New Business

a. Pitch (New initiative proposals)

1. Yoann Bohbot and Liat Portal discussed the idea of a technology incubator in Beverly Hills to cater to the existing group of young adults in the City. The program as proposed would provide free entrepreneurship workshops to Beverly Hills residents and local businesses.

b. Tell (Sharing of interesting and relevant next-gen related info and events)

1. Marsha Sallai discussed the potential of an advisory committee consisting of Next Beverly Hills Committee members to help encourage greater attendance of young adults at Greystone events.
2. Joel Hile discussed upcoming events at the Wallis Annenberg Center for the Performing Arts.

c. Upcoming Meetings

1. TBD

ADJOURNMENT

Date / Time:

January 30, 2018 / 10:00 AM