



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

Beverly Hills City Council Liaison / Property Owners Task Force Committee

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting

<https://beverlyhills-org.zoom.us/my/committee>

Passcode: 90210

You can also dial in by phone:

United States (Toll Free): 1-833-548-0282 or United States: +1 669-900-9128

MEETING HIGHLIGHTS

Tuesday, June 8, 2021
5:00 PM

MEETING CALLED TO ORDER

Date / Time: June 8, 2021 / 5:00 PM

IN ATTENDANCE: Councilmember Julian Gold; Councilmember Lester Friedman; Deputy City Manager Gabriella Yap; Marketing and Economic Sustainability Manager Laura Biery; Public Works Director Shana Epstein; Todd Johnson; Blair Schlecter; Dar Mahboubi; David Miharooni; Ming Kou; Dennis Ferrazzano; Matthew Burke; Sam Hakim; Executive Assistant Adrienne Tarazon.

1) Public Comment

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

- Sam Hakim spoke about Metro construction issues.

2) Welcome and Introductions

3) Update on Action Items Since Last Meeting

- a. Business Attraction Marketing Efforts for New York, San Francisco and the Greater LA Region
 - Blair Schlecter, Vice President of Economic Development and Government Affairs, provided the group an overview of action items taken in response to feedback from the Task Force. The Chamber contracts annually with the City of Beverly Hills to provide a number of business support and economic development efforts for the City of Beverly Hills. For the coming fiscal year, the Chamber will be re-starting business attraction and retention trips to New York, San Francisco and to conduct regional business attraction to locate and encourage exciting and innovative companies to expand to Beverly Hills. In addition, in response to interest in telling the story of Beverly Hills, the Chamber will be working with the City to develop professionally done business attraction marketing materials to provide

to companies interested in Beverly Hills. Last, in response to an interest in streamlining permit and other business requests to the City, the Chamber will be embedded in several planning projects and identify enhanced communication tools to help enhance business understanding and expectations during the process.

- b. New Businesses Coming Soon to Beverly Hills
 - Blair reported that several new businesses are looking for open space.
- c. Developing Communication Tools to Support New and Existing Business Projects in Beverly Hills – Permit Process Improvements
 - David Mirharooni mentioned that the planning and permit issue is very important. One of the challenges is that one of his prospective tenants wants 18 month of contingency time to get permits in order before paying rent, in expectation of the time it will take to get through the City process. This is making it difficult for property owners to sign leases. A business should have a set of documents to give them a more fixed period of time for it to take. This will help landlords negotiate leases.

4) Continued Discussion – Potential Areas of Focus for the Task Force

- a. COVID-19 Recovery – What Happens After June 15?
 - Blair Schlecter led a discussion about the recovery from COVID-19 and recovery efforts. Dar Mahboubi said that he has been seeing homeless camps on the median of Burton Way. Councilmember Gold reported that the tents are not in Beverly Hills and the City's social services are providing help to people in Beverly Hills, including a few beds available.
 - Bill Wiley reported that stores are seeing a pickup in activity and more people out. We are also seeing a lot of bad behavior so having a police presence is helpful. The City is well positioned to recover from the pandemic because of its actions and plans. He likes the planned business attraction efforts. Putting out a general schedule for review of the planning process is helpful. In terms of opening, Winn Slavin has opened at 2 Rodeo Drive as well as Golden Goose which reported that they have been busier than expected. They have leased another spot within 2 Rodeo.
 - Sam Hakim reported that he has a space of about 12,000 square feet that he has a music tenant lined up. One of the challenges is expediting people to get in. The tenants wants a 5 month contingency to move in or be released from the lease. This creates a challenge for property owners. Ryan Gohlich reported that a schedule is put out – usually 3 weeks for first round and 5 weeks for more complicated matters and 2 weeks thereafter. It's a two way street to process requests as sometimes the consultants for a project do not properly coordinate or submit the right materials. Planning also communicates with tenants if there is a delay and there is now an open public counter for appointments about permit questions. Sam also reported challenges with a power outage he reported was attributable to the LA Metro subway work. He asked if there is an opportunity to add a crosswalk and trim the trees on the 100 block of

S. Beverly Drive. The City reported that adding a crosswalk there would be challenging from a safety perspective. The trees can be looked at to see if there is trimming needed.

- Ming Kou reported that Genwa, a Korean restaurant which had closed during the pandemic, plans to re-open in August. Ming is looking for options to fill the other space he has on La Cienega.
- Blair Schlechter reported that a restaurant group is looking for 15,000 to 20,000 square feet in Beverly Hills. The Chamber has a pipeline of companies looking to
- Evan Meyer reported that demand for restaurants has been strong. He is in leases for several spaces on Beverly Drive. He is also hopeful the office space market will pick up as people return to work.
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b. Temporary and Permanent Outdoor Dining Next Steps

- David would also like to see if noticing periods for the permanent outdoor dining can be relaxed. Tenants want to know now what the rules will be. Councilmember Gold said this issue will be coming back to Council in September. Ryan Gohlich of the City reported that outdoor permanent seating is a discretionary process which requires noticing the surrounding community which takes about 2-3 months. The OpenBH permits have been processed on a much quicker basis. City could consider a by right process that doesn't require as much notice. Councilmember Friedman expressed concern about whether there is enough time to make changes to the program before the end of 2021. There also needs to be discussion of the financial costs to the program. David Mirharooni agreed that there should be a charge for outdoor dining, but there needs to be more certainty for businesses. Councilmember Gold agreed that it should be part of the discussion in September.

c. Other Topics of Interest

ADJOURNMENT

Date / Time:

June 8, 2021 / 5:53 PM