



## **CITY OF BEVERLY HILLS**

Telephonic/Video Conference Meeting  
Call in: (916) 235-1420 or (888) 468-1195  
Participant Pin: 872120  
Beverly Hills City Hall  
Beverly Hills, CA 90210

### **Beverly Hills City Council / COVID-19 Business Recovery Assistance Task Force - Tourism/Hospitality/Restaurants Subcommittee**

#### **SPECIAL MEETING HIGHLIGHTS**

Friday, June 25, 2020  
10:30 AM

#### **MEETING CALLED TO ORDER**

Date / Time June 25, 2020 / 10:30am

**IN ATTENDANCE:** Councilmember Julian A. Gold MD, Councilmember Lili Bosse, City Treasurer Howard Fisher, City Auditor Eduardo Luna, Assistant City Manager Nancy Hunt-Coffey, Deputy City Manager Gabrielle Yap, Director of Finance Jeff Muir, Director of Community Development Susan Healy Keene, Assistant Director of Community Development Ryan Gohlich, Director of Public Works Shana Epstein, Marketing and Economic Sustainability Manager Laura Biery, Filming and Special Events Coordinator Magdalena Davis, Data Center Manager Murugan Krishnan, Cable TV Coordinator Chris Ley, Communications Specialist Chuck Merrill, Administrative Intern Luis Gonzalez, Todd Johnson, Offer Nissenbaum, Julie Wagner, Marino Monferrato, Barbara Lazaroff, Sandy Murphy

#### **1) Public Comment**

- Concern from the public regarding public infection control and public health protocols for restaurants and surrounding businesses.

#### **2) State of the County update on latest LA County Health Order changes**

- Summary by staff on the latest applicable updates on the LA County Health Order
- Information is available on [beverlyhills.org/coronavirus](http://beverlyhills.org/coronavirus).
- Businesses not in compliance with the LA County Health Protocols or individuals not wearing face coverings can be reported to Code Enforcement at 310-285-1119.
- Topics of discussion from Subcommittee members included:
  - City Signage including sidewalk decals.
  - Wearing face coverings in businesses.
  - Role of City staff in enforcement.
    - The City's code enforcement staff, park rangers, and ambassadors provide complimentary face coverings for people who may not have one.

#### **3) Update regarding Subcommittee items implemented by the City Council**

- The following items were implemented by the City to support local businesses

- Deferment of transient occupancy tax payments for hotels.
- Third party delivery service cap at 15% providing a cap for the surcharge that third party delivery services charge local restaurants.
- Temporary outdoor program expansion, the OpenBH program is a temporary permit to expand business into surrounding open areas to be used for outdoor dining.
- The Temporary Curbside Meter Program is extended, and many businesses have requested to continue using the program
- Safety messaging campaign, this campaign has allowed the City to educate businesses and residents regarding social distancing and the requirement to wear face coverings.

#### **4) Discussion regarding Subcommittee items still under review**

- Presentation by the Beverly Hills Conference and Visitors Bureau, Beverly Hills Chamber of Commerce, and staff regarding the City's marketing campaign for reopening.
  - Topics of Discussion:
    - The need to communicate that Beverly Hills is a safe place to visit following the protesting that occurred within City limits.
    - Education of LA County public health protocols for tourists.
    - How to make residents, businesses, and visitors feels safe?
- Discussion on the updated safety protocols mandates
  - Topics of discussion
    - Adopted health and safety practices for City business
    - How to best balance safety, comfort, and cleanliness practice for visitors?
    - Examples shared included UV Robots, temperature scans, onsite complimentary COVID-19 testing for staff

#### **5) Open discussion to provide additional suggestions from the Subcommittee for City Council to consider**

- Topics of discussion:
  - Additional marketing options within the City.

#### **6) Adjournment**

##### **Adjourn**

Date / Time

June 25, 2020 / 11:25am