



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

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Tuesday, September 24, 2019
8:00 AM

MEETING CALLED TO ORDER

Date / Time: September 24, 2019 / 8:00 AM

IN ATTENDANCE: Councilmember Gold, Councilmember Wunderlich, Assistant City Manager Nancy Hunt-Coffey, Director of Public Works Shana Epstein, Management Analyst Michael George, Emergency Management Analyst Meena Janmohamed, Kaveh Farshad, Derrick Ontiveros, Steven Weinglass, Pierre Patrick, Alex Sarican, Anjali Rajpal, Gazelle Rastegar, Tal Navarro, David All, Cory Charlupski, Tiffany Saidnia, Joel Hile, Kory Klem, Nick Lara, and Allison Adams.

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

a) Beverly Hills Councilmember Julian Gold and Councilmember Robert Wunderlich

- No update

b) Next Beverly Hills Chair Kaveh Farshad and Vice Chair Derrick Ontiveros

- Chair Kaveh Farshad provided a brief overview of the Committee.

c) Self-Introductions of Guests and New Members

- None

d) Opening Announcements

- None

3) Current Business

a. Initiative Subcommittee Updates:

1. Next Night

- Chair Kaveh Farshad shared an update that the Committee received a congratulatory certificate from California State Assemblymember Richard Bloom's Office in recognition of the Next Night event.

2. Next Beverly Hills Incubator

- Next Beverly Hills Incubator Initiative Co-Chair Tal Navarro shared an update that new cohorts are being formed and that the application process is preparing to be underway.

3. Next Beverly Hills Coding Bootcamp

- No update.

4. North Canon Wall Mural Art

- Arts Co-Liaison Kory Klem provided an update that the wall is currently up and the mural is anticipated to be completed in mid-November.

b. Standing Subcommittees Updates:

- **Marketing Subcommittee**

- Marketing Subcommittee Chair Noelle Freeman gave updates on recent media successes, including but not limited to, two placements about Next Night 2019 in the Beverly Hills Courier, a Google Analytics score of 89 for Next Night 2019, which was double the score from Next Night 2018, a 12% organic growth increase over the last six months, an email opening engagement rate of 73%. Noelle also shared that the welcome video series for new members is almost complete and that the Committee has a growing international audience for its content.

- **Membership Subcommittee**

- Membership Subcommittee Chair David All mentioned the idea of developing an editorial calendar of individual Next Beverly Hills Committee member stories and that they are currently deciding who the lead will be for working with the City's Information Technology Department on potential updates to the Committee's webpage.

- **Events Subcommittee**

- Events Subcommittee Member Anjali Rajpal shared an update that the upcoming mixer event will be at the Evening with the Mayor Event hosted by the Beverly Hills Chamber of Commerce and mentioned possible ideas for a mixer event in November.

c. Community Liaisons Reports

- Public Works Liaison Steven Weinglass gave an update on the City's trees and mentioned that many of them are being evaluated by the City because they have outlived their anticipated lifespan.
- Public Works Director Shana Epstein informed the Committee about the plan to explore recapturing storm water on Burton Way and making upgrades to the street and mentioned that there will be multiple upcoming community meetings for feedback on the City's Urban Forest Management Plan.
- Councilmember Wunderlich mentioned the notion of developing a process whereby the Next Beverly Hills Committee can take official stances on various items of discussion throughout the City.
- Councilmember Gold agreed and indicated that such a process would need to ensure a consensus is reached by the Committee membership before any official stances are adopted.
- Transportation Liaison Kory Klem gave an update that the City is currently studying potential options for a north portal entrance to the forthcoming subway station.

4) New Business

a. Pitch (New initiative proposals)

- None.

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

- Events Subcommittee Member Anjali Rajpal promoted the upcoming Beverly Hills Art Show and mentioned the notion of the Committee members spending time together at the event.

c. Next Meeting: October 29, 2019 / 8:00 AM

5) ADJOURNMENT

Date / Time: September 24, 2019 / 8:59 AM