



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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, November 1, 2016
8:30 AM

MEETING CALLED TO ORDER

Date / Time: November 1, 2016 / 8:31 AM

IN ATTENDANCE: Mayor John Mirisch, Councilmember Julian Gold, Marketing and Economic Sustainability Manager Megan Roach, Policy & Management Intern Michael George, Jon Gluck, Devin O'Fallon, Steffanie Altman, Sharona Nazarian, Michelle Khalatian, Rebecca Pynoos, Paul O'Brien, Ben Reiss, Frances Bilak, Sheena Tahilramani, Alex Polin, Lauren Escobar, Jon Paul Puno, Irma Hopkins, Boomer Welles, Blair Schlecter.

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. Rebecca Pynoos, Chair of Beverly Hills Cultural Heritage Commission

3) Current Business

a. Next Night Event

1. Finalized Initiative Team for Spring 2017 Event
 - o The Initiative Team has been finalized for the forthcoming 2017 Next Night; Committee members formed subcommittees for particular components of the event.
2. Next Steps
 - o The respective subcommittees will meet outside the normally scheduled meetings to plan and formulate recommendations regarding their component of the event.

b. Housing White Paper Initiative

1. The Housing White Paper Subcommittee is preparing their talking points for forthcoming meetings with members of the City Council. The results of the latest versions of the paper survey have been compiled and the online version of the survey is in progress.

c. Marketing Subcommittee

1. Next Beverly Committee Members (Kory Klem and Paul O'Brien) opted to lead the Marketing Subcommittee. Next Beverly Hills Committee members held a vote and achieved a majority approval in favor of the leadership of Kory and Paul.

d. 2017 Priorities

1. Next Step: Group Exercise at November 15 Meeting
 - o 22 Next Beverly Hills Committee members have participated in the survey. The Group Exercise to discuss the 2017 Committee priorities was postponed to the December 6 Committee meeting.

4) New Business

a. New Initiative Proposal form

- o Next Beverly Hills Committee members can fill out the form and propose an initiative. Individual Committee members may prepare pitches for the initiatives that they want to propose. Proposers must have two co-sponsors, and a two-thirds approval vote must be achieved in order for the initiative to be adopted.
- o Councilmember Gold mentioned that taking in feedback from the public could function as a means to recruit new Next Beverly Hills Committee members and provide a potential space for public opinion to be heard.

b. City/Chamber/CVB New York Mission Recap

1. The Mayor and Vice Mayor, City staff, Chamber of Commerce and BHCVB representatives visited New York City to gather insight regarding potential business growth opportunities for Beverly Hills.
 - o Points of discussion included innovative next generation business development opportunities such as two restaurants occupying a single space and the growing market for vegan food options.

c. Pitch & Tell

1. The Beverly Hills Chamber of Commerce is hosting a Post-Election Wrap-Up discussion at their upcoming Governmental Affairs Committee Meeting.
2. The Beverly Hills Chamber of Commerce is hosting a 'Get To Know Your City' event at the City Hall Municipal Gallery.
3. The Beverly Hills Conference & Visitors Bureau is currently developing a Health & Wellness Program.
4. The Jewish National Federation of Greater Los Angeles is hosting their annual breakfast at the Beverly Hilton. Dr. Frank Luntz will speak at the event.

d. Upcoming Meetings

1. November 15 at 8:30am in Room 280-A

ADJOURNMENT

Date / Time:

November 1, 2016 / 9:30 AM