



## CITY OF BEVERLY HILLS

455 N. Rexford Drive  
Beverly Hills, CA 90210  
Municipal Gallery

### Next Beverly Hills Committee Meeting

#### MEETING HIGHLIGHTS

Tuesday, May 28, 2019  
8:00 AM

#### MEETING CALLED TO ORDER

Date / Time: May 28, 2019 / 8:02 AM

**IN ATTENDANCE:** Councilmember Julian Gold, Councilmember Wunderlich, Marketing and Economic Sustainability Manager Laura Biery, Management Analyst Michael George, Kaveh Farshad, Derrick Ontiveros, Publicist Dana Beesen, Recreation Coordinator Evan Doyle, David All, Pierre Patrick, Irma Hopkins, Kipton Cronkite, Gilberto Vega, Yuka Kobayashi, Steven Weinglass, Tiffany Saidnia, David Gingold, Ben Reiss, Sam Malik, Allison Adams, Blair Schlecter, Ashley Liquori, Celina Bojorquez, Joe Collins, Noelle Freeman, and Henry Alfano.

#### 1) Public Comment

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

Speakers: David Gingold

#### 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 an overview of the Committee.

##### c) Self-Introductions of Guests and New Members

- None

##### d) Opening Announcements

- None

##### e) Special City Presentation: Dana Beesen and Evan Doyle "Overview of Beverly Hills Recreation Classes and Opportunities"

- Publicist Dana Beesen and Recreation Coordinator Evan Doyle provided an overview of the recreation class and activity offerings hosted by the City with a particular emphasis on upcoming summer programs.

#### 3) Current Business

##### a. Initiative Subcommittee Updates:

##### 1. Next Night

- Chair Kaveh Farshad provided an update that the 2019 event will occur on Saturday, August 24, on S. Beverly Drive and indicated that more details will be forthcoming as they are finalized.

##### 2. Next Beverly Hills Incubator

- No update.

##### 3. Next Beverly Hills Coding Bootcamp

- No update.

**3. North Canon Wall Mural Art**

- No update.

**b. Standing Subcommittees Updates:**

**1. Marketing Subcommittee**

- Marketing Subcommittee Chair Noelle Freeman notified the group that the use of the private Committee Facebook group has been discontinued and that the Marketing Subcommittee will be developing the Next Night marketing materials.

**2. Membership Subcommittee**

- Membership Subcommittee Chair David All indicated that the Membership Subcommittee is developing processes to improve the membership experience including formal talking points for introducing new members to the Committee and a pocket card that can be distributed to prospective members. David also indicated that they are exploring the potential of using an app to capture data at all Committee events.
- The Membership Subcommittee is also exploring the possibility of a welcome video for new members and storyboarding on Instagram.

**3. Events Subcommittee**

- Event Subcommittee Chair Kipton Cronkite thanked the Committee members who supported the Committee by attending the previous month's mixer event and indicated that they are planning another mixer to coincide with the Concerts on Canon series.

**c. Community Liaisons Reports**

- None.

**4) New Business**

**a. Pitch (New initiative proposals)**

- None.

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

- Blair Schlecter shared information on the upcoming My Beverly Hills Mixer event hosted by the Beverly Hills Chamber of Commerce.
- Steven Weinglass provided a flyer for an upcoming Town Hall event hosted by the Municipal League of Beverly Hills.
- The Beverly Gardens Park Grand Reopening Ceremony was promoted.
- The annual Summer Garden Party hosted by the Beverly Hills Chamber of Commerce was promoted.

**c. Next Meeting: June 25, 2019 / 8:00 AM**

**5) ADJOURNMENT**

Date / Time: May 28, 2019 / 8:35 AM