



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
Room 280A

**Next Beverly Hills Committee Meeting**

**SPECIAL MEETING HIGHLIGHTS**

Tuesday, July 25, 2017  
8:30 AM

**MEETING CALLED TO ORDER**

Date / Time: July 25, 2017 / 8:34 AM

**IN ATTENDANCE:** Mayor Lili Bosse, Vice Mayor Julian Gold, Assistant to the City Manager Tim Hou, Assistant Chief of Police Marc Coopwood, Management Analyst Michael George, Administrative Intern Samuel Chiu, Ben Reiss, Wil Master, Jon Gluck, Todd Johnson, Keisha McCotry, Anthony Johnston, Vic Nol, Blair Schlecter, Cory Charlupski, Boomer Welles, Riley Kuffner, Allison Adams, Ori Blumenfeld, Robert Bibeaut, Erica Ash, Alex Polin, Amber Jamal, and Lilian Miller

**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. Guest & New Member Introductions**

1. Marc Coopwood, Assistant Chief of Beverly Hills Police Department
2. Samuel Chiu, Administrative Intern of the City Manager's Office
3. Anthony Johnston, Investment Associate with Greysteel
4. Lilian Miller, Wallis Annenberg Center for the Arts
5. Melissa Shanklin, Vicery Hotel Group

**b. Opening Announcements**

1. The Mayor and Vice Mayor announce the launch of the Beverly Hills Open Later Days (BOLD) initiative, to occur on August 3.

**3) Current Business**

**a. Initiatives Updates**

**1. Community Liaisons**

- i. None.

**2. Next Night**

- i. The Committee reviewed the approved logo and flyer for the event.
- ii. Committee members discussed the outreach strategy for potential Next Night vendors and considered whether to

provide a discounted vendor booth fee to Chamber of Commerce members.

- iii. The Committee and Utopia staff discussed the regulations of selling food at booths.
- iv. The possibility of allowing stores on S. Beverly Drive to promote their businesses on the sidewalk and potentially creating giveaway bags was discussed.
- v. An update indicating the status of the DJ and music for Next Night and an agreement with Gibson Guitar was provided.
- vi. The Committee considered the addition of an earthquake simulator as an event element.

**b. Subcommittees Updates**

**1. Marketing**

- i. The Marketing Subcommittee expressed intent to work with the Beverly Hills Chamber of Commerce to promote the event to the local businesses.
- ii. The possibility of shooting a video with the BHTV cable crew as promotional collateral for the event was discussed.
- iii. No-cost outreach options via the City's various community outlets were considered and confirmed. Outreach channels may include the Community Services division newsletter and the Public Works utility bills.

**4) New Business**

**a. 2017 Priorities and New Initiative Proposals**

- 1. None.

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

- 1. None.

**c. Tell (Sharing of interesting and relevant next gen-related info and events)**

- 1. None.

**d. Upcoming Meetings**

- 1. August 22, 8:30am – 10:00am

**ADJOURNMENT**

Date / Time:

July 25, 2017 / 10:00 AM