



CITY OF BEVERLY HILLS

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Beverly Hills, CA 90210

**Beverly Hills City Council Liaison / Economic Sustainability
Brand Subcommittee**

TELEPHONIC VIDEO CONFERENCE SPECIAL MEETING HIGHLIGHTS

Thursday, April 8, 2021

4:00 PM

MEETING CALLED TO ORDER

Date / Time: April 8, 2021 / 4:07 PM

IN ATTENDANCE: Lili Bosse, Vice Mayor; Lester Friedman, Councilmember; Gabriella Yap, Deputy City Manager; Laura Biery, Marketing and Economic Sustainability Manager; Ryan Gohlich, Director of Community Development; Todd Johnson, BH Chamber of Commerce; Kathy Gohari, Rodeo Drive Committee; Julie Wagner, BHCVB, Robbie Anderson, Resident; David Bergman, Lisa Wise Consulting; Lisa Karson, Executive Assistant.

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/Public comment: None.

2) Review Draft of the Updated Economic Sustainability Plan – Brand Focus Area

Strategy 1.A: Maintain and Enhance the Beverly Hills brand

- Action 1.A.1: The Liaisons have concerns with completion timeframe. They feel this item should be ongoing and an immediate concern.
 - Vice Mayor Bosse would like to add branding to include, “We are a City that has Something for Everyone”, as well as “We are a Safe and Healthy City”.
- Action 1.A.2: The Liaisons agree with listed timeframe and assigned priority.
- Action 1.A.3: The Liaisons agree with listed timeframe and assigned priority.
- Action 1.A.4: The Liaisons agree with listed timeframe and assigned priority.
- Action 1.A.5: The Liaisons agree with listed timeframe and assigned priority.
- Action 1.A.6: The Liaisons agree with listed timeframe and assigned priority.

Strategy 1.B: Encourage efforts that promote the Beverly Hills brand

- Action 1.B.1: The Liaisons agree with listed timeframe and assigned priority.
- Action 1.B.2: The Liaisons agree with listed timeframe and assigned priority.
 - In an effort to lend support, the liaisons would like to add the Rodeo Drive Committee website in addition to the Chamber of Commerce website.
- Action 1.B.3: The Liaisons agree with listed timeframe and but would like a higher priority.

Strategy 1.C: Cultivate existing and new markets

- Action 1.C.1: The Liaisons have concerns with timeframe and feel it should be ongoing and an immediate concern.
- Action 1.C.2: The Liaisons feel the timeframe should be immediate.
- Action 1.C.3: The Liaisons agree with listed timeframe and assigned priority.
 - The Liaisons would like to expand the outreach to local residents.

Strategy 1.D: Promote Beverly Hills as a place to do business

- Action 1.D.1: The Liaisons agree, however timeframe should be changed to ongoing/high priority.
- Action 1.D.2: The Liaisons agree, however timeframe should be changed to high priority.
- Action 1.D.3: The Liaisons agree with listed timeframe and assigned priority.
- Action 1.D.4: The Liaisons agree with listed timeframe and assigned priority but not a strong interest and could be problematic.
- Action 1.D.5: The Liaisons agree with listed timeframe and assigned priority.
- Action 1.D.6: The Liaisons agree, however timeframe needs to be changed to ongoing/high priority.

Strategy 1.E: Diversify retail with demand generators that exemplify the City's brand

- Action 1.E.1: The Liaisons agree with the listed timeframe, however priority should be changed to immediate.
- Action 1.E.2: The Liaisons agree with the listed timeframe and assigned priority.
- Action 1.E.3: The Liaisons agree with listed timeframe and assigned priority.
 - Directed staff on further study and discussion to determine how recruiting online retailers would impact the City.
 - David Bergman, with Lisa Wise Consulting, clarified there are retailers that are internet-based and may be inclined to open a pop-up or flagship store in Beverly Hills.

Strategy 1.F: Improve key physical conditions and characteristics to align with brand expectations

- Action 1.F.1: The Liaisons agree with listed timeframe and assigned priority.
- Action 1.F.2: The Liaisons agree however timeframe should be now and high priority.
- Action 1.F.3: The Liaisons agree with listed timeframe and assigned priority.
 - Directed staff to consult with the Rodeo Drive Committee.
- Action 1.F.4: The Liaisons agree with listed timeframe and assigned priority.
- Action 1.F.5: The Liaisons agree with listed timeframe and assigned priority.

ADJOURNMENT

Date / Time: April 8, 2021 / 4:55 PM