



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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, July 24, 2018
8:00 AM

MEETING CALLED TO ORDER

Date / Time: July 24, 2018 / 8:02 AM

IN ATTENDANCE: Mayor Gold, Councilmember Wunderlich, Director Office of Resilience Pamela Mottice Muller, Management Analyst Michael George, Jon Gluck, Kaveh Farshad, Cory Charlupski, Shannon Louis, L Lawson, Ariana Escalante, Kory Klem, Ori Blumenfeld, Jamie Ross, Cory Charlupski, Todd Johnson, Robert Bibeault, Noelle Freeman, Tiffany Saidnia, Irma Hopkins, Adonis Simmons, Ethan Bazarganfard, Bradley Cook, Sher Chaudhary, Shahene Nili, Blair Schlecter, Micha Kempe, and Steven Bohbot.

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

- Ethan Bazarganfard, local entrepreneur (first meeting)
- L Lawson, professional photographer (first meeting)
- Shannon Louis, Los Angeles County Supervisor's Office representative (first meeting)
- David All, marketing professional (first meeting)
- Shahene Nili, local entrepreneur (first meeting)

b. Opening Announcements

- Chair Jon Gluck introduced the Committee to the newcomers, reviewed the group's mission to serve the young adult demographic of Beverly Hills residents, and discussed the goal of diversifying the Committee's initiatives and projects over time by providing consistently new and interesting opportunities for the participants.

3) Current Business

a. Initiative Subcommittees Updates:

1. Next Night 2018

- Next Night 2018 Subcommittee Chair Cory Charlupski updated the Committee on Next Night on the topics of live music, vendor tents, the partnership with Yelp, and the outreach plan to promote the event including a concierge booth that will help facilitate information sharing at the event.

- The Next Night 2018 Subcommittee will work with the City to explore ways to capture information including the number of attendees and contact information during the event.

2. Next Gen Housing

- No update and postponed to the upcoming meeting.

3. Beverly Hills Incubator

- The Committee was provided an update on the Beverly Hills Incubator program which is currently recruiting new applicants.
- The purpose of the Incubator is to stimulate the entrepreneurial environment in the City and develop reciprocity throughout the business community in Beverly Hills.

4. Mayor's Initiatives Collaboration

- Strategic Planning Committee Liaison Tiffany Saidnia provided an update on the Strategic Planning Committee and the work they are seeking to accomplish through studying various zones of the City for potential economic development opportunities.
- Mayor Gold shared that the Strategic Planning Committee is currently focusing on Rodeo Drive and seeking opportunities to meet with landowners to conduct dialogues on the future of the business triangle area. These Committee meetings are public and all are welcome to attend.

b. Standing Committees Updates:

1. Marketing Committee

- Marketing Subcommittee Chair Noelle Freeman shared an update on the new social media series called "Who is Next BH?" to be created and used for marketing purposes and the recent partnership between the Committee and Yelp for Next Night.
- Social Media Chair Ariana Escalante shared an update on social media promotion for the Beverly Hills Open Later Days initiative ("BOLD") and Next Night. She encouraged sign-ups for people to support social media efforts during various time blocks at City BOLD events.
- Mayor Gold shared with the Committee the new hashtag #BOLDBH as part of the City's comprehensive branding efforts for the various BOLD programs in August.

c. Community Liaisons Reports

- Technology Co-Liaison Kory Klem updated the Committee that shared mobility scooters will be discussed by the City Council at an upcoming meeting.

4) New Business

a. Pitch (New initiative proposals)

1. "Mural Art on Subway Wall" Proposal (2nd Pitch & Vote)

- Technology Co-Liaison and initiative sponsor Kory Klem shared background information on the proposed initiative to support art on the wall near the Section 2 construction site. Kory indicated that the wall will most likely be installed

before the holiday season or in the New Year, depending on the Memorandum of Agreement that is currently being finalized between the City and the Los Angeles County Metropolitan Transportation Authority regarding the construction.

- The Committee voted in favor of the “Mural Art on Subway Wall” initiative.

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

- Beverly Hills Chamber of Commerce representative Blair Schlecter promoted the My Beverly Hills mixer event and notified the Committee that another mixer event will be held in August.

ADJOURNMENT

Date / Time:

July 24, 2018 / 9:28 AM