



CITY OF BEVERLY HILLS

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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, June 27, 2017
8:30 AM

MEETING CALLED TO ORDER

Date / Time: June 27, 2017 / 8:35 AM

IN ATTENDANCE: Mayor Lili Bosse, Vice Mayor Julian Gold, Assistant to the City Manager Tim Hou, Management Analyst Michael George, Ben Reiss, Wil Master, Erica Ash, Michelle Khalatian, Amy Rothner, Cory Charlupski, Paul O'Brien, Alex Polin, Jon Gluck, Bradley Cook, Kaveh Farshad, Greg Sage, Sarah Kurtz, Allison Adams, Boomer Welles, Tal Navarro, Kristoffer Karras, Julian Javor, Lauren Lynch, Ivan Lovegren, Jon Paul Puno, Steffanie Altman, Allison Towle, Lila Kalaf, Daren Schlecter, and Irma Hopkins

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. Lauren Lynch, Beverly Hills Conference & Visitors Bureau
2. Daren Schlecter, local attorney
3. Lila Kalaf, Office of Senator Ben Allen
4. Allison Towle, Office of Senator Ben Allen
5. Greg Sage, Ocean Prime Beverly Hills

b. Opening Announcements

1. None.

3) Current Business

a. Initiatives Updates

1. Community Liaisons

- i. Committee members shared their respective updates on the topics of transportation, business, health & safety, and the City's smoking policies.
- ii. Committee members shared an update on the people of Beverly Hills social media initiative.

2. Next Night

- i. The Committee discussed the presentation to City Council, which was confirmed to occur at the June 29 Study Session.
- ii. The Committee deliberated to present two funding options to the Council: one repeat version of last year's event and an enhanced version.
- iii. Committee members provided a summary of reported successes from last year's event, and indicated that local businesses have expressed support for a second event to occur.
- iv. An option to include a concierge booth to supplement restaurant promotion was discussed as a potential element of the event. The inclusion of an "instagrammable moment" for the event was discussed.
- v. Committee members considered vendor booth fees in light of last years' fee. The Committee voted 12-3 in favor of a \$500 booth fee.

b. Subcommittees Updates

1. Committee members confirmed the plan for creating subcommittees for planning Next Night to include marketing, block businesses, vendor, and entertainment.
2. **Marketing**
 - i. The Marketing Subcommittee members called for additional submissions for the people of Beverly Hills social media initiative.

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. July 25, 8:30am – 10:00am

ADJOURNMENT

Date / Time:

June 27, 2017 / 10:00 AM