



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
4th Floor Conference Room A

Beverly Hills City Council Liaison / Chamber of Commerce Committee

SPECIAL MEETING HIGHLIGHTS

Monday, October 2, 2017
4:30 PM

MEETING CALLED TO ORDER

Date / Time: October 2, 2017 / 4:33 PM

IN ATTENDANCE: Mayor Lili Bosse, Councilmember Lester Friedman, City Manager Mahdi Aluzri, Assistant to the City Manager Timothy Hou, Blair Schlecter (Chamber), Todd Johnson (Chamber), Charles L. Black III (Chamber), Charisse Older (Chamber), Jennifer Kullman (Chamber)

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) 2017-2018 Beverly Hills Chamber of Commerce Work Plan - Addendum

- Todd Johnson provided an update about individual projects and assignments being worked on through the Beverly Hills Chamber of Commerce.
- Blair Schlecter presented information on the proposal submitted by Responsible Hospitality Institute (RHI) for the Beverly Hills Nightlife Study. The focus of the study is to create a comprehensive outlook on the nightlife in Beverly Hills and how to later develop that nightlife.
- Mayor Bosse and Councilmember Friedman advised to move forward with Option B of the RHI proposal.
- Blair Schlecter presented information on the outreach and marketing plans for the holiday BOLD programming. The Chamber of Commerce advised that it will greatly expand its outreach efforts in comparison to the summer BOLD outreach as the entire city will be involved in the programming.
- Mayor Bosse and Councilmember Friedman supported the Chamber's outreach and marketing plan.
- Charisse Older presented information on the Beverly Hills Tomorrow event.
- Mayor Bosse advised the Chamber to eliminate the complimentary and reduced-price tickets from the event budget. Councilmember Friedman concurred.
- Mayor Bosse and Councilmember Friedman advised the Chamber to revise the event budget and plan and return at a future date for consideration.

- Blair Schlecter presented information on the Beverly Hills Business Attraction Development Plan. The plan sought to create a new strategy in attracting businesses to the City of Beverly Hills.
- Mayor Bosse stated that the Beverly Hills Conference and Visitors Bureau (CVB) already proposed similar plans and advised the Chamber to coordinate with the CVB to reduce duplication of efforts.
- Mayor Bosse and Councilmember Friedman advised the Chamber to review and revise the Business Attraction Development Plan and return at a future date for consideration.

ADJOURNMENT

Date / Time: October 2, 2017 / 5:17 PM