



## CITY OF BEVERLY HILLS

455 N. Rexford Drive  
Beverly Hills, CA 90210  
Room 280A

### Next Beverly Hills Committee Meeting

#### SPECIAL MEETING HIGHLIGHTS

Tuesday, November 15, 2016  
8:30 AM

#### MEETING CALLED TO ORDER

Date / Time: November 15, 2016 / 8:32 AM

**IN ATTENDANCE:** Councilmember Julian Gold, Marketing and Economic Sustainability Manager Megan Roach, Assistant to the City Manager Tim Hou, Policy & Management Intern Michael George, Jon Gluck, William Smith, Dan Diaz, Paul O'Brien, Michelle Lobel, Kory Klem, Sharona Nazarian, Michelle Khalatian, Ben Reiss, Ori Blumenfeld, Devin O'Fallon, Julian Javor, Steffanie Altman, Karen DeMarco, Irma Hopkins, Boomer Welles, Sheena Tahilramani, Blair Schlecter, AJ Wilmer, and Debra Judelson.

#### 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. Michelle Lobel, Beverly Hills Resident
2. William Smith, Account Director at Sunshine Sachs PR

#### 3) Current Business

##### a. Next Night Event

1. Draft Subcommittee Plans
  - o The Entertainment Subcommittee
    - i. Subcommittee members discussed potentially increasing the diversity of the entertainment.
    - ii. The possibility of extending the time frame of the event until 11PM was discussed. The Committee may include this request as part of their broader list of "asks" to City Council during the presentation of the Event Plan.
    - iii. Once the desired entertainment is identified, the Subcommittee will reconnect with Gibson Beverly Hills to possibly secure commitment for providing backline at the forthcoming event.

- Event Vendors Subcommittee
    - i. Subcommittee members discussed potentially increasing the number of food trucks, expanding the beer and wine garden, and increasing the number of pop-up vendors.
    - ii. The possibility of including food vendors as part of the pop-up shops was discussed.
    - iii. Options for potentially making the event more family-friendly were discussed.
  - Block Businesses Subcommittee
    - i. Subcommittee members discussed possible strategies to make the outreach for the businesses more visual. One possibility is to develop window displays.
    - ii. Dr. Gold advised that the event could be branded such that potential partnerships and sponsors could be attracted to help support the event.
  - Marketing Subcommittee
    - i. Subcommittee members discussed developing a uniform poster or graphic for the event.
    - ii. The official title of the event was discussed; will be finalized at the next meeting.
  - 2. December 6 City Council Presentation
    - Subcommittee members will continue to collaborate in preparation for the City Council presentation.
  - b. Housing White Paper Initiative**
    - 1. Update postponed to the upcoming meeting.
  - c. Marketing Subcommittee**
    - 1. Marketing Strategy Meeting
      - Update postponed to the upcoming meeting.
    - 2. Social Media Update
      - Update postponed to the upcoming meeting.
- 4) New Business**
- a. Pitch & Tell**
    - 1. Pitch
      - Dan Diaz, husband of the late Brittany Maynard, gave a presentation regarding his advocacy in support of Aid in Dying laws and the 501 (c)(3) Compassion & Choices.
    - 2. Tell
      - The BH Chamber of Commerce is promoting Small Business Saturday on November 26.
      - The Beverly Hills Holiday Lighting Ceremony will be held on Sunday, November 20 at 5PM.
  - b. Upcoming Meetings**
    - 1. December 6 at 8:30am in Municipal Gallery

**ADJOURNMENT**

Date / Time:

November 15, 2016 / 9:32 AM