



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

**Beverly Hills City Council Liaison / Rodeo Drive/Special Events/Holiday Program
Committee Meeting**

MEETING HIGHLIGHTS

Friday, October 12, 2018
3:00 PM

MEETING CALLED TO ORDER

Date / Time: October 12, 2018 / 3:14 PM

IN ATTENDANCE: Mayor Julian Gold, Councilmember Lili Bosse, City Manager Mahdi Aluzri, Marketing and Economic Sustainability Manager Laura Biery, Policy and Management Analyst, Cindy Owens, Special Events Film Coordinator Magdalena Davis, Executive Assistant Beverly Turner, Kathy Gohari (RDC), Cara Kleinhaut (RDC/AGENC), Bill Wiley (RDC), Dana Pusateri (RDC/AGENC), Ashley Quammen (RDC/AGENC), Sean Weber Small (RDC/AGENC), Nicola Cagliata (RDC), Resident David Gingold

1) Public Comment

Members of the public will be given the opportunity to directly address the Committee on any item, on the agenda.

Speakers: David Gingold, resident, voiced his objection to the fireworks display at the BOLD Holiday event and the time of the fireworks.

The Committee indicated that there will be ample notification to the community about the date/time of the fireworks.

2) Proposal for BOLD Holiday 2018 Programming and Décor from the Rodeo Drive Committee

- **Presentation made by Cara Kleinhaut from AGENC and Kathy Gohari from RDC.**
- **RDC proposed elements for the 2018 BOLD Holiday Lighting Ceremony:**
 - Live musical performance – proposed artists
 - Svet – electric violinist – Councilmember Bosse inquired if violin could be lit to glow in the dark and AGENC affirmed request
 - Elan Runway to Rodeo Band was favorite among the Council Liaisons
 - Mayor Gold requested holiday music
 - High-end food trucks
 - Holiday lighting unveiling
 - BOLD Holiday colors:
 - Bronze
 - Blue

- Bright Green
 - Red
 - Yellow
- BOLD art installation reveal
- Custom median décor
- Pre-event influencer VIP gathering
- K-Rail seating area with BOLD accents and BOLD holidays backdrop
 - Guest can purchase warm beverages like hot chocolate and coffee
- Santa Moment
 - Several ideas presented to Council Liaisons about the arrival of Santa Claus at the end of the event
 - RDC committee looking into having Santa paraglide above Rodeo Drive
- Champagne garden
- Fireworks
- **RDC proposed holiday décor and programming for Rodeo Drive:**
 - Creative banners, designs
 - In BOLD Holidays color palette
 - Pop Art
 - Rodeo Drive with Holiday twist
 - The design will be used in BOLD Holiday signage
 - Wall Mural (photo op)
 - 6 weeks run during BOLD Holiday 2018
 - Location TBD
 - Peace Wall (photo op)
 - Outline of word PEACE allowing guests to write word PEACE on post-its in their perspective languages
 - Location TBD
 - Up for one weekend
 - Mayor suggested keeping Peace Wall up during Winter Bold. RDC looking into putting the installation in Beverly Garden Park
 - Median décor and lighting designs
 - Starburst lights in brushed brass with white LED lights at the tip of lights
 - Palm trees will be draped with light with BOLD Holiday Colors that are programmed to move and change colors
 - Holiday Peace Tree (photo op)
 - Inscribed on the tree will be “Peace, Love, Joy” in different languages
 - Location agreed upon is at 2 Rodeo
 - 16’x10’ size agreed upon by Council Liaisons
 - Holiday photo activations
 - Up to four Giphy stations wrapped in BOLD banner designs throughout Rodeo Drive
 - Rodeo Drive digital experience with augmented reality
 - Downloaded phone app sponsored by Infiniti called, Rodeo Drive Digital Experience
 - Interactive map of Rodeo Drive with holiday icons
 - Councilmember Bosse recommended running idea through Legal and IT before giving Council approval
 - Live piano ballerina moment

- California snowball installations
 - Four over-sized California Snowball installation on Rodeo would allow guest to jump on, play, interactive and take photos on
- Live fashion art
- Live ice sculpting
- Rodeo Winter Lounge
- **Holiday Lighting Ceremony on November 15, 2018**
- **Programming to occur from November 16, 2018 – December 22, 2018, from 5:00 pm – 8:00 pm on Friday and Saturday evenings.**
- **Advertising campaign begins November 1, 2018**

ADJOURNMENT

Date / Time: October 12, 2018 / 4:24 PM