



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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, September 19, 2017
8:30 AM

MEETING CALLED TO ORDER

Date / Time: September 19, 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, Blair Schlecter, Bradley Cook, Kaveh Farshad, Cory Charlupski, Alex Polin, Tim Glick, Kory Klem, Carlos Soria, Allison Adams, Woodrow Clark, Irma Hopkins, Mercedes James, Jacqueline Lorenzana, Robert Bibeault, Michelle Khalatian, Ori Blumenfeld, Boomer Welles, Lauren Escobar, Sarah Kurtz, and Yoann 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

1. Yoann Bohbot, local business owner and resident
2. Tim Glick, resident and L.A. City Councilmember Blumenfeld staff
3. Mercedes James, local real estate professional
4. Jacqueline Lorenzana, Business Development for Stewart Title of California

b. Opening Announcements

1. The Evening with the Mayor will take place on September 27 at the Greystone Mansion.
2. City Staff and Council Liaison will present information on the Next Beverly Hills Committee at the International City/County Management Association Conference.
3. The Beverly Hills B.O.L.D. Holiday program will include music, chandeliers, and enhanced lighting displays.

3) Current Business

a. Initiatives Updates

1. Community Liaisons

- i. The Recreation and Parks Committee Liaison shared information on the end-of-year evaluation for the Beverly

Hills Dog Park, and the potential planting of a peace tree in the City.

- ii. The Transportation Liaison shared that several project bids were submitted for the City's Clean Streets initiative and the final consultant was selected.

2. Next Night

- i. The Vendor Subcommittee indicated that (30) submissions were received and (20) were selected to participate in Next Night. The majority of the selection is comprised of businesses based in Beverly Hills and will include technology, fashion, art, cars, and health & fitness.
- ii. The Entertainment Subcommittee shared information on the final entertainment list and order of performances.
- iii. The Block Businesses Subcommittee advised that businesses on South Beverly Drive are preparing for Next Night by offering specials and scheduling additional staff.

b. Subcommittees Updates

1. Marketing

- i. The Marketing Subcommittee provided an update on the latest outreach efforts for Next Night, including newspaper advertisements and social media.

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. October 31, 8:30am – 10:00am

ADJOURNMENT

Date / Time:

September 19, 2017 / 9:40 AM