



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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, October 31, 2017
8:30 AM

MEETING CALLED TO ORDER

Date / Time: October 31, 2017 / 8:37 AM

IN ATTENDANCE: Mayor Lili Bosse, Vice Mayor Julian Gold, Assistant to the City Manager Tim Hou, Management Analyst Michael George, Ben Reiss, Bradley Cook, Kaveh Farshad, Tanya Murray, Tal Navarro, Tim Glick, Greg Sage, Jamie Ross, Kory Klem, Derrick Ontiveros, Noelle Freeman, Nicole Arbour, Woodrow Clark, Boomer Welles, Ori Blumenfeld, Jon Paul Puno, Jacqueline Lorenzana, Joel Hile, Sharona R. Nazarian, Rita Ortiz, Daniel Lavi, Kimberly Reiss, Sarah Kurtz, 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. Noelle Freeman, local digital marketing consultant
2. Nicole Arbour, comedian and social media influencer

b. Opening Announcements

1. A representative from the Friends of Greystone presented information on the open house and self-guided tour event, taking place on November 12 at the Greystone Mansion.
2. Joel Hile from the Wallis Annenberg Center for Performing Arts presented information about the upcoming performance season and special ticket offers for young adult audiences.

3) Current Business

a. ICMA Learning Lounge Presentation Recap

1. City staff and the Vice Mayor shared updates on the ICMA Learning Lounge Presentation regarding the Next Beverly Hills Committee and how jurisdictions can engage young adult constituents. The presentation attracted over 60 attendees.

b. Committee Chair and Vice Chair Nominations and Election

1. City staff shared information on the forthcoming election of the Chair and Vice Chair positions for the Committee. The provided information included the dates, times, and protocols for the election process and the dissemination of results. Committee

members then nominated fellow members, and nominees were able to accept or decline their nominations.

c. Initiatives Updates

1. Community Liaisons

- i. Ben Reiss and Sarah Kurtz, Business Liaisons, provided updates on the City's BOLD Holidays initiative, the recently completed New York Sales Mission, and information on new businesses slated to open on South Beverly Drive.
- ii. Bradley Cook, Recreation and Parks Liaison, reminded the Committee of Woofstock, the City's annual dog-focused event at Roxbury Park, and updated the Committee on continued upgrades to the Greystone Mansion property.
- iii. Kory Klem, Transportation Liaison, updated the Committee on a potential large-scale wireless internet project in the City.

2. Next Night Recap

- i. Committee members discussed the results of Next Night 2017, concurred that attendance potentially doubled from the first Next Night event and the event was overall successful.

3. Next Gen Housing

- i. Members of the Next Gen Housing Subcommittee shared an update on their project including information on their latest research efforts. Committee members and liaisons discussed various options for continuing the project.

d. Subcommittees Updates

1. Marketing

- i. The Marketing Subcommittee co-chairs announced the beginning of recruitment for future leadership roles in the subcommittee.

4) New Business

a. 2017 Priorities and New Initiative Proposals

1. None.

b. Pitch (New initiative proposals)

1. Committee members heard a pitch to advocate for the movement of the Beverly Hills Farmer's Market from its current location to South Beverly Drive.
2. Committee members heard a pitch to launch a coordinated social media promotion effort for the City through the use of several influencers.

c. Tell (Sharing of interesting and relevant next gen-related info and events)

1. Committee members received information about an upcoming Jewish National Fund event and various sponsorship options.

d. Upcoming Meetings

1. TBD

ADJOURNMENT

Date / Time:

September 31, 2017 / 10:12 AM