



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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, February 27, 2018
8:30 AM

MEETING CALLED TO ORDER

Date / Time: February 27, 2018 / 8:31 AM

IN ATTENDANCE: Mayor Lili Bosse, Vice Mayor Julian Gold, Director Office of Resilience Pamela Mottice Muller, Management Analyst Michael George, Jon Gluck, Kaveh Farshad, Cory Charlupski, Sarah Kurtz, Alizee Klein, AJ Willmer, Noelle Freeman, Bob Bibeault, Tiffany Saidnia, Ariana Escalante, Mark Elliot, Alex Polin, Tal Navarro, Russ Sadatian, Kory Klem, Jamie Ross, Ori Blumenfeld, Rita Ortiz, Jacqueline Lorenzana, Sharona R. Nazarian, Irma Hopkins, and Boomer Welles

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: Ori Blumenfeld – requested to move meetings to 8 a.m.

2) Welcome

a. New Member & Guest Introductions

1. Alizee Klein, fashion entrepreneur (first meeting)
2. Florence Klein, fashion entrepreneur (first meeting)
3. Russ Sadatian (first meeting)

b. Opening Announcements

1. Vice Chair Kaveh Farshad thanked Mayor Bosse for the work she accomplished during her mayor term
2. Chair Jon Gluck introduces Facebook group to the Committee

3) Current Business

a. Initiatives Updates:

1. Next Night 2018

- i. Next Night Chair Cory Charlupski shared update on plan for Next Night and calls for additional volunteers
- ii. The Next Night team will begin to meet internally to plan for the event

2. Next Gen Housing

- i. Next Gen Housing initiative team Alex Polin and Mark Elliot shared update on the project. Their forthcoming efforts will emphasize new development and rent stabilization

- ii. Mayor Bosse requested that the efforts for new development focus on a particular area in the City to enhance its desirability for younger people
- iii. Committee members discussed the notion of adding components to the housing project such as updates to existing buildings and upcoming state bills that may impact housing in the City. The issue of nightlife and its interaction with housing in the City was also discussed

b. Committees Updates:

1. Marketing Committee

- i. Marketing Chair Noelle Freeman provided an update on her vision for the Committee's marketing strategy
- ii. Social Media Chair Ariana Escalante shared vision for the Committee to use its platforms as an effective communication voice for the City as a whole
- iii. The Marketing Committee called for the entire Committee to engage in posts in order to increase overall followership.
- iv. Dr. Gold requested that the Marketing Committee consider the types of City services that millennials are most interested in learning about

c. Community Liaisons Reports

1. Arts Liaison Jamie Ross shared update on Fine Arts Commission activities
2. Business Liaison Ben Reiss shared update on new businesses in the City
3. Education Liaison Alex Polin shared update on the school district in Beverly Hills
4. Technology Liaison Kory Klem shared that his plan will be to service as a voice for the Committee with regards to transportation issues
5. Transportation Liaison Mark Elliot discussed the concept of multi-modal transportation

4) New Business

a. NBH Monthly Mixer

1. Chair Jon Gluck discussed the plan to have monthly mixers for Committee members

b. Pitch (New initiative proposals)

1. "Beverly Hills Incubator" Proposal (2nd Pitch)
 - i. Charitable Liaison Bradley Cook discusses idea for a Beverly Hills Incubator to help facilitate entrepreneurship in the City through monthly educational workshops
 - ii. The Committee voted to approve and support the initiative

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

1. Business Liaison Ben Reiss discussed the concept of prompting #CanOnCanon as a means to facilitate increased focus on Canon Drive in addition to Rodeo Drive
2. The Marketing Committee indicated they would support a potential #CanOnCanon campaign and expressed interest in working with

businesses to provide special discounts to encourage visitors to the area

3. Charitable Liaison Bradley Cook discussed the Career Up Meeting taking place on March 15

d. Upcoming Meetings

1. TBD

ADJOURNMENT

Date / Time:

February 27, 2018 / 10:00 AM