



Beverly Hills City Council Liaison / Property Owners Task Force Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

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

**TELEPHONIC VIDEO CONFERENCE MEETING**

Beverly Hills Liaison Committee Meeting  
<https://beverlyhills-org.zoom.us/my/committee>

Meeting ID: 516 191 2424

Passcode: 90210

You can also dial in by phone:

+1 669 900 9128 US

+1 833 548 0282 (Toll-Free)

One tap mobile

+16699009128,,5161912424# US

+18335480282,,5161912424# US (Toll-Free)

Tuesday, June 8, 2021

5:00 PM

*Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org).*

**AGENDA**

- 1) Public Comment
  - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Welcome & Introductions
- 3) Update on Action Items Since Last Meeting
  - a. Business Attraction Marketing Efforts for New York, San Francisco and the Greater LA Region
  - b. New Businesses Coming Soon to Beverly Hills
  - c. Developing Communication Tools to Support New and Existing Business Projects in Beverly Hills – Permit Process Improvements
- 4) Continued Discussion – Potential Areas of Focus for the Task Force
  - a. COVID-19 Recovery – What Happens After June 15?
  - b. Temporary and Permanent Outdoor Dining Next Steps
  - c. Other Topics of Interest

5) Adjournment

Huma Ahmed  
City Clerk

Posted: June 4, 2021

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT [WWW.BEVERLYHILLS.ORG](http://WWW.BEVERLYHILLS.ORG)**



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C H A M B E R  
*of*  
C O M M E R C E

## **Property Owners Task Force**

From: Blair Schlecter, Vice President of Economic Development and Government Affairs, Beverly Hills Chamber of Commerce

To: City of Beverly Hills Property Owners Task Force

CC: Laura Biery, Marketing and Economic Sustainability Manager, City of Beverly Hills; Todd Johnson, President and CEO, Beverly Hills Chamber of Commerce

Date: June 8, 2021

Re: Status Update on Property Owners Task Force Areas of Interest

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This memo provides a status update on several items that have been discussed at the Task Force during prior meetings.

As a result of discussions that occurred over the last several months with both the Property Owners Task Force and the Small Business Assistance Task Force, the City of Beverly Hills included the following items within the Beverly Hills Chamber of Commerce Work Plan for Fiscal Year 2021-2022:

- New York and San Francisco Business Attraction and Retention Mission Trips
- A refresh of the existing business attraction marketing materials to attract the right new business mix to Beverly Hills
- Enhance the regional business attraction efforts for those businesses looking to relocate within Southern California or expand further in the LA Region
- Embedding the Chamber staff in a few select new business projects to observe the permitting process for new businesses
- Continue maintaining the Economic Development Portal with data and demographics about the Beverly Hills consumer and resident

One item mentioned by Task Force members in recent months is an interest in the City continuing to market itself and enhance efforts at attracting additional businesses to Beverly Hills. In response, the Chamber and City have added several items to the Chamber's Work Plan for this coming fiscal year focused on business attraction. The Chamber, in partnership with the City, plans to resume business attraction trips to New York City, San Francisco and has added a new regional business attraction effort to attract unique companies from Southern California to Beverly Hills. Additionally, the Chamber and City will be working to enhance business attraction marketing materials provided to business attraction targets for these trips and for any other business attraction efforts throughout the year.

The Chamber has also retained a professional marketing firm to work with the Chamber and City on new content highlighting Beverly Hills, including a "sizzle reel video" and business attraction marketing digital and print materials. These materials will be used in the business attraction efforts mentioned above. The Chamber is also putting together a quarterly list of new businesses that have opened or are coming soon to Beverly Hills.

The Chamber also maintains an Economic Development Portal (<https://www.beverlyhillschamber.com/economic-development-portal>), an online website featuring key economic indicators and reasons why companies should do business in Beverly Hills. The Chamber encourages members of the Task Force to utilize this resource when speaking to potential tenants.

The Task Force members have also indicated an interest in ensuring business projects (whether new or existing) can be navigated in an efficient manner through the City permitting process. In response to this request, the Chamber has added to its Work Plan a program to help streamline efforts for submitting, reviewing and approving permit requests. The Chamber staff will be embedded in a few select upcoming business projects to observe the steps the City takes (and businesses participate in) when reviewing and/or deciding whether to approve a particular permit request. The Chamber will then develop communication tools as appropriate to help businesses understand the process, manage expectations and facilitate increased dialogue between businesses and the City.

The Chamber and City will continue to keep the Task Force updated on additional efforts to support the local economy and to identify programs to help support the Beverly Hills business community.