



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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, June 26, 2018
8:00 AM

MEETING CALLED TO ORDER

Date / Time: June 26, 2018 / 8:03 AM

IN ATTENDANCE: Mayor Gold, Director Office of Resilience Pamela Mottice Muller, Management Analyst Michael George, Jon Gluck, Kaveh Farshad, Cory Charlupski, Amber Jamal, David McCorkle, Florence Klein, Jean Mackie, Rita Ortiz, Charles Black, Kory Klem, Tiffany Saidnia, Derrick Ontiveros, Henry Alfano, Ariana Escalante, Allison Adams, Noelle Freeman, Mark Elliot, Robert Bibeault, Joel Hile, Adonis Simmons, David Cohen, David McCorkle, Jean Mackie, Charles Lester Black, and Todd Johnson.

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

- Adonis Simmons, Beverly Hills business owner and financial services professional (first meeting)
- David Cohen, local attorney and special event entrepreneur (first meeting)
- David McCorkle, representative from Coral Tree Café (first meeting)
- Jean Mackie, local artist and actress (first meeting)
- Charles Lester Black, real estate professional (first meeting)

b. Opening Announcements

- Chair Jon Gluck introduced the Committee to the newcomers and reviewed the group's mission to serve the young adult demographic of Beverly Hills residents.
- Chair Jon Gluck also discussed the plan to have a Committee Events Chair who would be responsible for planning events such as the three-year anniversary mixer and ongoing Committee events.

3) Current Business

a. Initiative Subcommittees Updates:

1. Next Night 2018

- Next Night 2018 Subcommittee Chair Cory Charlupski updated the Committee on the potential entertainment for

the event to include an I-Heart Radio DJ. He also provided an update on the revised event layout to include the stage at the end of the street.

- The Next Night 2018 Subcommittee will work with the City to explore ways to involve the businesses that are not directly adjacent to the event.

2. Next Gen Housing

- No update and postponed to the upcoming meeting.

3. Beverly Hills Incubator

- The Committee was provided an update on the Beverly Hills Incubator pilot program which had its latest session on July 1, 2018. The second round of the program will be planned for a future date.

4. Mayor's Initiatives Collaboration

- Mayor Gold provided an update that the Strategic Planning Committee has held four meetings so far and has focused their attention on development in the City by separating the City into multiple zones and looking at the comparative opportunities for future growth of each zone.
- It was announced that Tiffany Saidnia will be the Community Liaison to the Strategic Planning Committee.

b. Standing Committees Updates:

1. Marketing Committee

- Marketing Subcommittee Chair Noelle Freeman shared an update on the marketing strategy for Next Night 2018, which included the introduction of a new promotional video called "Who is Next BH?" to be created and used for marketing purposes.
- Social Media Chair Ariana Escalante shared an update on the Committee's social media branding strategy which is currently involving the recruitment of potential photographers to assist in the Committee's growing social media presence.

c. Community Liaisons Reports

- Technology Co-Liaison Derrick Ontiveros updated the Committee on the Fiber to the Premise program, which is currently under consideration with regard to the current electrical poles in the City and whether an underground system would need to be created to support the project.
- Arts Co-Liaison Joel Hile gave an update that he has contacted local arts and culture organizations in the City to compile an ongoing list of local cultural activities to be shared with the Committee.
- Public Works Liaison Steve Weinglass updated the Committee on the Complete Streets community input survey that is currently available for completion and shared that there is an upcoming meeting to discuss the project on August 22, 2018.
- Chair Jon Gluck reminded the Committee that events of interest shared by the Community Liaisons can be posted on the Committee's Facebook page.

- Transportation Liaison Mark Elliot shared an update that the N. Santa Monica Blvd. construction project is nearing completion and encouraged the Committee members to take the Complete Streets community input survey.

4) New Business

a. Pitch (New initiative proposals)

1. "Mural Art on Subway Wall" Proposal (2nd Pitch & Vote)

- Technology Co-Liaison and initiative sponsor Kory Klem shared additional information on the "Mural Art on Subway Wall" initiative. Kory and the project team have attended multiple stakeholder meetings, met with City Purple Line Project staff, and have identified three potential vendors for an art display to be installed around winter 2018. The Committee did not vote on the initiative, as it is still evolving.
- The group will continue working with staff on the initiative as the wall around the Metro construction site is built.

b. Discussion: Next Night for BOLD Winter 2018

- Chair Jon Gluck postponed the discussion due to time constraints and stated that he will conduct an email survey to gauge the support of the Committee for the project.

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

- Committee member Dr. Allison Adams shared that she will be holding a chiropractic workshop at her office in the near future.
- Arts Co-Liaison Joel Hile shared an update on the Sorting Room Nightclub series of events at the Wallis Annenberg Center for the Performing Arts
- Committee Member Robert Bibeault shared an update that the Conference & Visitors Bureau is working on a new video project that will be used to promote the City.
- Dr. Gold shared a keynote speech delivered by real estate developer Rick Caruso on the future of retail.

ADJOURNMENT

Date / Time:

June 26, 2018 / 9:30 AM