



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

**Next Beverly Hills Committee Meeting**

**SPECIAL MEETING HIGHLIGHTS**

Tuesday, December 18, 2018  
8:00 AM

**MEETING CALLED TO ORDER**

Date / Time: December 18, 2018 / 8:05 AM

**IN ATTENDANCE:** Mayor Gold, Councilmember Wunderlich, Marketing and Economic Sustainability Manager Laura Biery, Management Analyst Michael George, Chair Jon Gluck, Vice Chair Kaveh Farshad, Naima Blasco, Elise Kimmel, Derrick Ontiveros, Pilar Llorente, Tiffany Saidnia, Abigail Philbin, Noah Etessami, Ariana Escalante, Noelle Freeman, Irma Hopkins, Allison Adams, Robert Bibeault, Sher Chaudhary, Shahene Nili, Ethan Bazarganfard, Rita Ortiz, Ori Blumenfeld, Florence Klein, Kory Klem, Gazelle Rastegar, Joel Hile, David All, James Nassios, Tal Navarro, Adonis Simmons, and Bradley Cook.

**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) Beverly Hills Mayor Julian Gold and Councilmember Bob Wunderlich**

- Mayor Gold and Councilmember Wunderlich provided background information on the Committee.

**b) Next Beverly Hills Chair Jon Gluck and Vice Chair Kaveh Farshad**

- Chair Jon Gluck and Vice Chair Kaveh Farshad provided overview of the Committee and its current structure.

**c) Self-Introductions of Guests and New Members**

- Gazelle Rastegar, healthcare business professional and Team BH graduate (first time)
- Elise Kimmel, real estate professional (first time)

**d) Opening Announcements**

- Chair Jon Gluck and Vice Chair Kaveh Farshad introduced the Committee and its mission.

**3) Current Business**

**a. 2019 Committee Leadership Election Results**

- Committee Chair Jon Gluck announced the results of the 2019 Committee Leadership elections. Kaveh Farshad will be Chair and Derrick Ontiveros will be Vice Chair for calendar year 2019.

**b. Special City Presentation: Public Works**

- Director of Public Works Shana Epstein delivered a presentation on receiving greener electricity options from the Clean Power Alliance, water rates adjustments based on the cost-of-service, the addition of a water

reliability charge, approval of a revenue stabilization rates schedule, and improving the City's water conservation efforts by amending Article 2 of the Water Conservation Ordinance.

**c. Initiative Subcommittees Updates:**

**1. Next Night**

- No update was provided.

**2. Next Beverly Hills Incubator**

- Next Beverly Hills Incubator Co-Chair Bradley Cook gave an update on the Incubator and encouraged members of the Committee to sign up as mentors. Bradley shared that the Incubator has recently received increased interest from potential applicants.

**3. North Canon Wall Mural Art**

- North Canon Wall Mural Art Initiative Subcommittee Co-Chair Kory Klem shared that the City has hired an arts consulting company, which will help advise on potential artists and art pieces for installation.

**4. Next Gen Housing**

- No update was provided.

**5. Mayor's Initiatives Collaborations**

- Committee Liaison Mayor Gold shared information about the recommendations report from the Strategic Planning Committee. The next area for consideration by the Strategic Planning Committee is around La Cienega Park, and Dr. Gold indicated there could be an opportunity to discuss next gen housing as part of the exploration process for this area.

**d. Standing Subcommittees Updates:**

**1. Marketing Subcommittee**

- Marketing Subcommittee Chair Noelle Freeman provided an update on the "Who is Next Beverly Hills" social media campaign and indicated that it has been a successful campaign thus far.
- **Social Media Chair**
  - Social Media Chair Ariana Escalante shared that the Next Beverly Hills Committee presentation at Team BH was live streamed to approximately 300 people, which has helped expose more viewers to the activities of the Committee.
- **Ambassador Chair**
  - Ambassador Chair David All reported that he is developing various strategies to increase Committee member engagement including additional hospitality at meetings, which he will share at a future meeting.

**2. Events Subcommittee**

- The Events Subcommittee is currently working with the Young Professionals Network at the Beverly Hills Chamber of Commerce on potential event collaborations.

**e. Community Liaisons Reports**

- Arts & Culture Co-Liaison Joel Hile shared an updated local arts event calendar with the Committee.
- Technology Co-Liaison Kory Klem provided an update on the latest discussion topics of the City's Technology Committee, including but not limited to, installing cameras at Beverly Hills school campuses and enhancing the City's open data portal.

**4) New Business**

**a) Pitch (New initiative proposals)**

- None.

**b) Tell (Share interesting and relevant next-gen related info and events)**

- Next Beverly Hills Incubator Co-Chair Bradley Cook mentioned a forthcoming event, to be held at the Luxe Hotel, that focuses on the future of the workforce.

**c) Next Meeting: January 22, 2018, at 8:00am-9:30am**

**5) ADJOURNMENT**

Date / Time: December 18, 2018 / 9:30 AM