



CITY OF BEVERLY HILLS

455 N. Rexford Drive
Beverly Hills, CA 90210
Municipal Gallery

Next Beverly Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, April 5, 2016
8:30 AM

MEETING CALLED TO ORDER

Date / Time: April 5, 2016 / 8:33 AM

IN ATTENDANCE: Mayor Gold, Vice Mayor Mirisch, City Manager Mahdi Aluzri, Marketing and Economic Sustainability Manager Megan Roach, Executive Assistant Adrienne Tarazon, Alexandra Polin, Vic Nol, Johan Gyllenkrok, Sheena Tahilramani, Kory Klein, Ben Reiss, Blair Schlecter, Charisse Older, Todd Johnson, Alexandra Gilinsky, Jon Gluck, Paul O'Brien, Julie Wagner, Lauren Escobar, Wil Master.

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

- George Chavez, newly appointed Assistant City Manager was introduced to the committee.
- Blair Schlecter, newly appointed Director of Economic Development and Government Affairs for the Beverly Hills Chamber of Commerce was introduced to the committee.
- Ari Rashti, a longtime Beverly Hills resident was introduced to the committee.
- Joey from Crustacean restaurant was introduced to the committee.
- Steffanie Altman with the National Jewish Fund was introduced to the committee.

3) New Business (taken out of order)

a. Next Beverly Visioning/Branding Exercise

- Julie Wagner from the Beverly Hills Conference and Visitors Bureau provided an overview of the Beverly Hills brand for tourism marketing purposes.
- Julie shared information on the brand manifesto and Future of Luxury report with information on experiences that are important to millennials.
- Paul OBrien led a visioning/branding exercise for the Committee.

- The Committee co-chairs will summarize the brand information and group discussion in a Committee Charter document for review at the next meeting.
- Committee discussed the objective of the Next Beverly Launch Festival and voted that the objective is to generate awareness for the Next Generation movement.

b. Pitch & Tell

- None.

c. Upcoming Meetings

- April 19 at 8:30 a.m.

4) Old Business

a. Next Beverly Launch Festival

- Entertainment Subcommittee
- Marketing Subcommittee
- Vendors Subcommittee
- All items listed above were moved to meeting on April 19.

b. Next Beverly Branding Subcommittee

- Moved to meeting on April 19.

c. Housing White Paper

- Moved to meeting on April 19.

ADJOURNMENT

Date / Time:

April 5, 2016 / 9:36 AM