



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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, October 4, 2016
8:30 AM

MEETING CALLED TO ORDER

Date / Time: October 4, 2016 / 8:30 AM

IN ATTENDANCE: Councilmember Julian Gold, Assistant City Manager George Chavez, Assistant to the City Manager Tim Hou, Policy & Management Intern Michael George, Leah Sewell, Jenn Courtney, Jamie Ross, Karen DeMarco, Devin O'Fallon, Jon Gluck, Kory Klem, Michelle Khalatian, Blair Schlecter, Ori Blumenfeld, Boomer Welles, Rebecca Pynooos, Paul O'Brien, Ben Reiss, Irma Hopkins, Timothea Tway, Beverly Harris, AJ Willmer.

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. Guest and New Member Introductions

1. Beverly Harris (Luxury Concierge)
2. AJ Willmer (Community Member)
3. Irma Hopkins (Agent at Rodeo Realty)
4. Karen DeMarco (Owner of Pussy & Pooch)
5. Jennifer Courtney (BH Citizen)
6. Leah Sewell (BH Citizen)

3) Current Business

a. Next Night Event

1. Initiative Continuation
 - Committee Members reported that the September 20 presentation to City Council went well.
 - The Committee voted to continue the Next Night Event Initiative as a large-scale event, develop a continuation plan and present the plan to the City Council.
 - Committee Members voted to hold the event twice per year.
 - Committee members discussed potential locations of future events (S. Beverly, Robertson, Civic Center, N.

Canon), including parking concerns and access to restaurants and retail. Committee voted unanimously to keep the forthcoming Next Night on S. Beverly Drive.

b. Housing White Paper Initiative

- The Subcommittee reported they are engaging in outreach to Council members and in process of finalizing the survey and deploying it via an online platform.

c. Marketing Subcommittee

1. Social Media Update

- Social Media Chair was not in attendance; no update provided.
- Committee Members discussed developing a content guide for social media postings and to use the Next Beverly Committee hashtags for the purpose of brand promotion and development.

4) New Business

a. New Initiative Proposal Template

1. Next Beverly Hills logo design is being finalized and a one-page promotional flyer for Committee is under development.
2. Once the procedure for selecting future initiatives is finalized, potentially forthcoming initiatives will be discussed.

b. Pitch & Tell

1. Committee Members brought up Measure HH. Councilmember Gold advised the Committee to avoid taking a position.
2. Representatives from the Beverly Hills Chamber of Commerce reported they support the California Tobacco Tax Initiative and Measure M.
3. Councilmember Gold reported that the City Council opposes Proposition 57.
4. Representatives from the Beverly Hills Chamber of Commerce shared the Evening with the Mayor Event on October 6 at Greystone Mansion and discussed Proposition 64.
5. City Planning Staff shared forthcoming City Council Planning items:
 - Ancillary Business Uses
 - Pet Boarding
 - Parking Requirements

c. Upcoming Meetings

1. October 18 at 8:30 a.m. in City Hall Municipal Gallery

d. Be The Match Campaign

1. Staff Reporter from the Beverly Hills Weekly presented information to the Committee about the National Marrow Donor Program and invited Committee members to participate.

ADJOURNMENT

Date / Time:

October 4, 2016 / 9:36 AM