



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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, September 6, 2016
8:30 AM

MEETING CALLED TO ORDER

Date / Time: September 6, 2016 / 8:34 AM

IN ATTENDANCE: Councilmember Julian Gold, Assistant City Manager George Chavez, Marketing and Economic Sustainability Manager Megan Roach, Chair of the Recreation and Parks Commission Frances Bilak, Policy & Management Intern Michael George, Jon Gluck, Kory Klem, Ori Blumenfeld, Eliad Josephson, Athena Ashburn, Kimberly Reiss, Ben Reiss, Vic Nol, Paul O'Brien, Sharona Nazarian, Alex Polin, Jamie Ross, Sheena Tahilramani.

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

1. Janine Jimenez from SoulCycle of Beverly Hills
2. Kevin Winston from Digital L.A.
3. Devin O'Fallon from Archer Capital Management
4. Beverly Harris from The Beverly Hills Insider
5. Kathy Winterhall, Distinguished Speakers Series at Saban Theatre

3) Current Business

a. Next Night Event Initiative

1. Recap
 - Dr. Gold and Jon Gluck thanked and acknowledged the Committee members and City staff for their work and effort to create a successful inaugural Next Night event.
2. Debrief
 - Feedback from Next Night attendees was overall positive.
 - Successes include event attendance of 2,000 people; good mix of families and millennials; no public safety incidents; good use of Lyft ride share; retail and

restaurants packed; great entertainment and beer and wine garden.

- Areas of improvement include generators were too close to event site; need to add a food truck or two; more kid friendly activities; look at prepackaged food for future events; and vendor placement at future events could be changed for improved crowd flow.

3. Continuation

- Various Next Beverly Committee members suggested annual, bi-annual, and quarterly events, including a potential holiday event.
- The Beverly Hills Chamber of Commerce expressed support for future events.

4. City Council Presentation

- The Next Night recap will be presented at the September 20 formal City Council meeting. Next Beverly Hills Committee members will also be recognized for their efforts at the meeting. Megan will send a 'save the date' calendar invite for September 20 at 7:00pm.

b. Housing White Paper Initiative

1. Project Plan Update
 - None.

c. Marketing Subcommittee

1. Social Media Update
 - Social Media Chair Kimberly Reiss reported the Next Beverly Hills Committee and Next Night social media platforms continue to experience follower growth.

4) New Business

a. Next Initiative

1. Moved to the next meeting.

b. Leadership Development & Team Building Session – September 20

1. The Committee voted to change the date of this session to October to accommodate the City Council presentation on September 20.

c. Pitch & Tell

1. The pitch segment of today's meeting was canceled due to time constraints. In the tell section, a representative from the Distinguished Speaker Series of Southern California briefly described the Speaker Series at the Saban Theatre.
2. New guest Kevin Winston from Digital L.A. expressed the concept of potentially using the Next Beverly Hills Committee as a vehicle for technological incubation in Beverly Hills.

d. Upcoming Meetings

1. CHANGED TO: September 20 at 8:30 a.m. in the Municipal Gallery.

ADJOURNMENT

Date / Time:

September 6, 2016 / 9:35 AM