



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

Next Beverly Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, March 8, 2016
8:30 AM

MEETING CALLED TO ORDER

Date / Time: March 8, 2016 / 8:30 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, Johan Gyllenkrok, Sheena Tahilramani, Kory Klein, Ben Reiss, Ori Blumenfeld, Jon Paul Puno, Timothea Tway, Jon Gluck, Paul O'Brien, Sharona Nazarian, Michelle Khalatian, Charisse Older, Julie Wagner.

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

The Committee welcomed Tim Harter, representative from Assemblyman Richard Bloom's office.

Mayor Gold requested a moment silence for Former First Lady Nancy Reagan.

3) Old Business

A. Next Beverly Launch Festival

- Announced City hired Utopia Entertainment to serve as event coordinator.
- Preliminary layout and site plan developed by Utopia was distributed for feedback.
- Explore ride share options such as Uber and Lyft for sponsorship promotion.
- Explore alcohol options and look into permit requirements.
- Explore right mix of retail and food booths and options for charging for food. Contact County of Los Angeles Health Department for requirements.
- Copy of initial outreach letter sent out to South Beverly restaurants distributed and discussed.
- Explore entertainment ideas such as a live band, DJ, etc.

B. Housing White Paper

- Timmi Tway distributed and discussed 2nd Housing Survey results.
- Results included housing ideas such as rent control, building updates, multi-use buildings, amenities, bike share program, communal areas, parking, and walkability.
- Goal is to develop a white paper that may be shared with City Council and Planning Commission.
- Housing subcommittee meeting will be March 16 and they will report back to Committee.

C. Next Beverly Branding

- Branding subcommittee finalized.

4) New Business

a. Committee Co-Chairs

- Jon Gluck will serve as Co-Chair, replacing Brian Rosenstein; vote taken and passed.
- Dr. Gold will continue as City Council Liaison along with incoming Mayor Mirisch.

b. Pitch & Tell

- Mayoral and City Council Installation event to be held on March 16.
- Mayor's Sing-Along and Concert to be held on March 24.

c. Upcoming Meetings

- March 22 at 8:30 a.m.

ADJOURNMENT

Date / Time:

March 8, 2016 / 9:30 AM