



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

Next Beverly Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, February 9, 2016
8:30 AM

MEETING CALLED TO ORDER

Date / Time: February 9, 2016 / 8:38 AM

IN ATTENDANCE: Mayor Gold, Vice Mayor Mirisch, City Manager Mahdi Aluzri, Marketing and Economic Sustainability Manager Megan Roach, Alexandra Polin, Vic Nol, Ben Reiss, Boomer Welles, Ori Blumenfeld, Kory Klem, Julie Wagner, Jon Paul Puno, Timothea Tway, Jon Gluck, Todd Johnson, Lauren Escobar, Sharona R. Nazarian, Paul O'Brien, Charisse Older, Erin Bailey, Executive Assistant I Alyssa Poblador.

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

3) Old Business

A. Next Beverly Launch Festival

- Proposed event date of April 9, 2016 to serve as finale of Culinary Week.
- Successful initial outreach to businesses on S. Beverly Drive. Thus far 17 of 20 businesses Committee spoke with have expressed desire to participate and approve of street closure.
- Next steps: present event proposal to City Council on February 16, 2016 and develop targeted outreach and participation strategy for restaurants on S. Beverly Drive in coordination with Chamber of Commerce staff.

B. Housing White Paper

- A sign-up sheet for this subcommittee has been created.
- A survey from Timmi Tway will go out within the next week.
- More conversation regarding this topic at the next meeting.

C. Next Beverly Branding

- Logo – A subcommittee is working on this with goal of finalized logo to share at February 16th City Council Meeting.

- Social Media – Secured website url www.nextbeverly.com, focusing on Facebook and Instagram: secured @nextbeverly and encouraging hashtag of #nextbeverly.

D. February 16th City Council Presentation

- Committee will present on work program at the 2:30pm session.

4) New Business

- a. New Ideas:** Night run through Beverly Hills, Cyclavia but for Beverly Hills.
- b. Upcoming Meetings:** working on scheduling two March meetings.

ADJOURNMENT

Date / Time:

February 9, 2016 / 9:23 AM