



CITY OF BEVERLY HILLS

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

Next Beverly Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, May 3, 2016
8:30 AM

MEETING CALLED TO ORDER

Date / Time: May 3, 2016 / 8:30 AM

IN ATTENDANCE: Mayor Mirisch, Councilmember Gold, Assistant City Manager George Chavez, City Manager Mahdi Aluzri, Marketing and Economic Sustainability Manager Megan Roach, Executive Assistant Adrienne Tarazon, Alexandra Polin, Sheena Tahilramani, Jon Gluck, Jon Paul Puno, Timothea Tway, Jamie Ross, Julian Javor, Ori Blumenfeld, Sharona Nazarian, Wil Master, Paul O'Brien, Ari Rashti, Kory Klein, Steffanie Altman, Johan Gyllenkrok, Lauren Escobar, Erin Bailey, Kimberly Reiss, Ben Reiss, Boomer Welles

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 Introductions – None.

3) Old Business

a. Next Beverly Visioning/Branding

1. Committee Brand Name and Tagline

- The Committee was presented three brand name options to vote on:
 - 1) Next Beverly Hills
 - 2) Next Gen BH
 - 3) Next Beverly
- The committee voted in majority for Next Beverly Hills (18), Next Gen BH (0), and Next Beverly (1)
- "Next Beverly Hills" was approved and passed for official brand name of committee.

b. Next Beverly Launch Festival Initiative

1. Event Timeline and New Date

- Committee voted in majority for event date of August 27, 2016.

- Event details to be discussed at next meeting.
 - 2. Entertainment Subcommittee (moved to next meeting)
 - 3. Marketing Subcommittee (moved to next meeting)
 - 4. Vendors Subcommittee (moved to next meeting)
 - c. Housing White Paper Initiative**
 - Housing subcommittee indicated several research and article links have been posted to Google doc to help inform white paper. Subcommittee to return at next meeting with a proposed community mixer event to solicit input for housing white paper.
 - d. Next Beverly Branding Subcommittee**
 - A temporary Committee logo will be used to activate social media pages to begin promoting event while the permanent Committee logo is finalized to be shared at a future meeting.
- 4) New Business**
- a. New Proposed Initiative: Restoration and Installation of Historic Beverly Hills Shield Sign**
 - Kim Reiss' initiative brought up at Pitch & Tell portion at the April 19, 2016 meeting was discussed. Committee discussed goals to restore original sign, installation location, and City participation. Item was moved to next meeting for continued discussion.
 - b. New Segment: Special Guest** (moved to next meeting)
 - c. Pitch & Tell**
 - 1. The City's Pilot Bike Share program was extended to May 10 and everyone was encouraged to participate.
 - 2. Dog Park groundbreaking ceremony to be held on May 3, 2016.
 - d. Upcoming Meetings**
 - May 17 at 8:30 a.m.

ADJOURNMENT

Date / Time:

May 3, 2016 / 9:34 AM