



CITY OF BEVERLY HILLS

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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, March 26, 2019
8:00 AM

MEETING CALLED TO ORDER

Date / Time: March 26, 2019 / 8:03 AM

IN ATTENDANCE: Councilmember Julian Gold, Councilmember Wunderlich, Marketing and Economic Sustainability Manager Laura Biery, Management Analyst Michael George, Management Analyst Teresa Revis, Special Events and Filming Coordinator Magdalena Davis, Chair Kaveh Farshad, Vice Chair Derrick Ontiveros, Naima Blasco, David All, Sam Hodara, Gilberto Vega, Noelle Freeman, Ariane Sommer, Alex Sarican, Celina Bojorquez, Ben Reiss, Kory Klem, Ori Blumenfeld, Joel Hile, Pierre Patrick, Robbie Anderson, Allison Adams, Blair Schlecter, Abigail Philbin, Tal Navarro, Anjali Rajpal, Irma Hopkins, Alex Polin, Daniel Perman, Jamie Ross, Rebecca Pynoos, Steven Weinglass, Kipton Cronkite, and Gazelle Rastegar.

1) Public Comment

Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: None

2) Welcome

a) Beverly Hills Councilmember Julian Gold and Councilmember Robert Wunderlich

- Councilmember Gold mentioned the recent City Council reorganization including the new Mayor and his interest areas.

b) Next Beverly Hills Chair Kaveh Farshad and Vice Chair Derrick Ontiveros

- Chair Kaveh Farshad thanked Councilmember Gold for his service as Mayor and provided an overview of the Committee and its current structure.

c) Self-Introductions of Guests and New Members

- Celina Bojorquez, resident and recent Team Beverly Hills alumnus (first time)

d) Opening Announcements

- None

e) Special City Presentation: Magdalena Davis "Overview of City Permitting Process for Filming and Special Events in Beverly Hills"

- Filming and Special Events Coordinator Magdalena Davis gave an overview of the permitting process for special events and filming in the City and reviewed when they are needed.

3) Current Business

a. Initiative Subcommittee Updates:

1. Next Night

- Next Night Initiative Chair, Alex Sarican, updated the Committee that the date of the event will be Saturday, August 24, 2019, and that more details

will be forthcoming as the project develops and goes through the approval process.

2. Next Beverly Hills Incubator

- Next Beverly Hills Incubator Initiative Co-Chair Tal Navarro shared that the program has been divided into categories based on whether the business teams are incubating local (non-scalable) businesses or those that are looking to grow outside of Beverly Hills. Tal also shared that the group is still looking for a permanent meeting location and holding more office hours for the groups going through the program.

3. North Canon Wall Mural Art

- Kory Klem and Jamie Ross, Co-Chairs of the North Canon Wall Mural Art Initiative, gave an update presentation about the wall including the recommended consultant for managing the project and the process of selecting the artist.

4. Mayor's Initiatives Collaborations

- Committee Liaison Councilmember Gold mentioned that the Strategic Planning Committee will continue as a standing City committee.

b. Standing Subcommittees Updates:

1. Marketing Subcommittee

- Marketing Subcommittee Chair Noelle Freeman discussed the process of live broadcasting the meetings. Noelle also introduced the Beverly Hills Instagram wallpaper and that there will be a committee photo taken after the April 2019 meeting.

2. Membership Subcommittee

- Membership Subcommittee Chair David All discussed coordinating a welcome email for new members and thanked Naima Blasco for her leadership on his team. David also welcomed additional Committee members to join the Membership Subcommittee.

3. Events Subcommittee

- Event Subcommittee Chair Kipton Cronkite shared that the Committee's mixer event is fully reserved and discussed details of the event including programming.

e. Community Liaisons Reports

- Public Works Community Liaison Steven Weinglass shared an update that the Public Works Department is currently reviewing potential options for how to replace the City's aging palm trees and that the Earth Day Event, hosted by Public Works, is coming up on April 7.
- Art Community Liaison Joel Hile discussed cultural events occurring around the City, mentioned the upcoming British car show event scheduled for April 28, and that a Jacob Jonas event will soon be coming to the Wallis.

4) New Business

a. Pitch (New initiative proposals)

- Chair Kaveh Farshad encouraged Committee members to submit ideas for new initiatives proposals.

b. Tell (Share interesting and relevant next-gen related info and events)

- Beverly Hills Chamber of Commerce representative Blair Schlecter discussed the upcoming Metro stakeholder meeting.
- Chair Kaveh Farshad announced that the April Committee meeting was moved from April 23 to April 30.

c. Next Meeting: April 30, 2019 / 8:00 AM

5) ADJOURNMENT

Date / Time: March 26, 2019 / 9:05 AM