



**BEVERLY HILLS CITY COUNCIL LIAISON/
SMALL BUSINESS ASSISTANCE TASK FORCE
COMMITTEE**

SPECIAL MEETING HIGHLIGHTS

**Beverly Hills Chamber of
Commerce**

9400 Santa Monica Blvd.,
2nd Floor Boardroom
Beverly Hills, CA
90210

December 13, 2018
8:30 AM

MEETING CALLED TO ORDER

Date/Time: December 13, 2018 / 8:33 AM

ATTENDANCE

City Officials: Julian Gold, Mayor; Lili Bosse, Councilmember
City Staff: Mahdi Aluzri, City Manager; Laura Biery, Marketing and Economic
Sustainability Manager; Logan Phillippo, Senior Management
Analyst; Gilbert Borboa, Assistant Director of Public Works; Melissa
Gomez, Management Analyst

Chamber Staff: Todd Johnson, President and CEO; Blair Schlecter, Vice President of
Economic Development and Government Affairs; Daniel Bermudez,
Program Coordinator

Task Force Members: Jeff Tilem, Pioneer Hardware; Shawn Saeedian, Beverly Hills Market
and Deli; James Anderton, West; Jay Nehouray, Caravan Rug;
Shahe & Lena Basmajian, Robert Burns Wine; Douglas Newton,
Bedford & Burns Restaurant; David Laredo, the Nosh of Beverly Hills

Guests: Marc Tronstein, Tronstein & Associates; Houman Mahboubi, JLL;
Carine Mamann, Cushman & Wakefield; David Mirharooni, Brickstar
Capital

Members of the Public: David Gingold

1. Public Comment

David Gingold spoke about concerns over tour buses potentially being permitted to pick up and drop off on North Camden Drive.

2. Welcome, Introductions and Purpose of the Task Force

Each attendee introduced themselves.

The purpose of the Task Force is to attract and retain small businesses in Beverly Hills and to continue to ensure that Beverly Hills provides a favorable business climate for small business.

3. Presentation on Proposed Changes in Water Rates

Gilbert Borboa from the City of Beverly Hills provided a brief overview of proposed changes in water rates in the City for businesses. Overall, water charges for businesses should remain essentially unchanged or have a slight decrease.

4. Recap of Last Meeting

Todd Johnson provided a brief recap of the last meeting which identified several potential focus areas for the task force.

5. Potential Focus Areas

The group discussed specific challenges for small businesses including creating more foot traffic, specific measures to improve foot traffic, steps to beautify specific streets aside from Rodeo Drive, and opportunities for innovative parking solutions. Also discussed was the idea of creating a master plan for neighborhoods or the City as a whole to make sure actions taken are cohesive.

6. Discussion with Landlords and Brokers

Houman Mahboubi, Carine Mamann, Mark Tronstein and David Mirharooni appeared as guests at the meeting to provide their perspective on the market and ways to help with small business. Amongst other items discussed were ways to attract a younger demographic to Beverly Hills and how to stay ahead of competition from neighboring commercial areas.

7. Adjournment

The next meeting will be scheduled shortly.

Date / Time: December 13, 2018 / 9:38 AM

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