



CITY OF BEVERLY HILLS
Teleconference/Video Conference Meeting
Call in: (866)899-4679 or (646) 749-3117
Participant Pin 660-810-077
Beverly Hills City Hall
Beverly Hills, CA 90210

**Beverly Hills City Council Liaison /
Small Business Assistance Task Force Committee**

SPECIAL MEETING HIGHLIGHTS

Thursday, October 1, 2020
8:30 AM

MEETING CALLED TO ORDER

Date / Time October 1, 2020 / 8:30am

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Julian Gold, MD., Deputy City Manager Gabriella Yap, Director of Community Services Jenny Roger, Recreation Manager Kristin Buhagiar, Marketing and Economic Sustainability Manager Laura Biery, Administrative Intern Luis Gonzalez, Todd Johnson (Chamber of Commerce), Blair Schlecter (Chamber of Commerce), Daniel Bermudez (Chamber of Commerce), Houman Mahboubi, Johana Hernandez, James Anderton, Chris Bonbright, Sabaa Kamal, David Mirharooni

- 1) **Public Comment**
None.

- 2) **Welcome, Introductions and Purpose of the Task Force**
 - Introduction by the Chamber of Commerce.

- 3) **Discussion Regarding Process and Fees for Commercial Signage Requests**
 - Presentation by Chamber of Commerce on commercial signage process and fees compared to neighboring cities.
 - Discussion on potential options.
 - Provide approvals at the staff level instead of the Architectural Commission.
 - Standardized the process for signage to allow for quick approval.
 - Centralized small business hub or staff persons to provide signage and/or other guidance for small business.
 - Would require City Council decision to update current commercial signage requests.
 - Staff is allowed to make decision for signage under 25ft.
 - Give staff discretion to make approvals for signages over 25ft.

4) Discussion Regarding Creation of Vacant Storefront Beautification Program

- The City is working on a funding co-sponsorship with United Talent Agency for the “Beyond 2020” art installation to occur in 4-6 vacant store fronts in Beverly Hills during November/December 2020. The City plans to identify locations for art installations in Mid-October. Interested property owners should contact Kristin Buhagiar with the City of Beverly Hills Community Services Department at kbuhagiar@beverlyhills.org.
- Discussion on potential options for storefront beautification.
- One standard template or logo for artists to work with.
- The creation of a signage approval committee.
- Collaborate with local artists for design.
- Storefront art is expected to encourage tourism in the City.

5) Discussion of Future Potential Focus Areas and Current Small Business Support Initiatives

- Presentation by Mayor Friedman on Measure RP, Measure RP would not raise taxes unless a county or other entity enacts a tax increase.
- Measure RP would prevent the loss of local sales tax revenue and retain this funding for local use.
- The Chamber of Commerce supports Measure RP.
- The Chamber of Commerce’s *My Beverly Hills* shop local program connects local residents with local businesses. For more information contact Daniel Bermudez with the Beverly Hills Chamber of Commerce dbermudez@beverlyhillschamber.com.

6) Adjournment

Date / Time October 1, 2020 / 9:30am