



Beverly Hills City Council Liaison / Next Beverly Hills Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY HALL
Municipal Gallery
455 North Rexford Drive
Beverly Hills, CA 90210**

**Tuesday, August 28, 2018
8:00 AM**

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item not listed on the agenda.
- 2) Welcome
 - a. Self-Introductions of Guests and New Members
 - 1. a) Full name, b) Occupation, c) Beverly Hills connection, d) Next Beverly Hills interest, e) How did you hear about us?
 - b. Unveiling: Official Pin of Next Beverly Hills (presented by Mayor Gold)
 - c. Opening Announcements
- 3) Current Business
 - a. Special City Presentation: Public Feedback Process for La Cienega Park & Recreation Complex
 - b. Initiative Subcommittees Updates:
 - 1. Next Night 2018
 - 2. Next Gen Housing
 - 3. Next Beverly Hills Incubator
 - 4. Mural Art on Subway Wall
 - 5. Mayor's Initiatives Collaborations
 - c. Standing Subcommittees Updates:
 - 1. Marketing Subcommittee
 - 2. Introducing: Events Subcommittee
 - d. Community Liaisons Reports
- 4) New Business
 - a. Pitch (New initiative proposals)
 - b. Tell (Share interesting next gen-related info and events)
 - c. Next Meeting: September 25, 2018 at 8:00am-9:30am
- 5) Adjournment

Byron Pope, City Clerk

Posted: August 24, 2018

Next Beverly Hills is a committee of talented local leaders chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic, and civic needs, and to inspire them to make Beverly Hills a better place for all.



In accordance with the Americans with Disabilities Act, the Municipal Gallery is wheelchair accessible and is equipped with audio equipment for the hearing impaired. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.



CITY OF BEVERLY HILLS
COMMUNITY SERVICES DEPARTMENT

MEMORANDUM

TO: Next Beverly Hills Committee

FROM: Nancy Hunt-Coffey, Director of Community Services

DATE: August 16, 2018

SUBJECT: Public Feedback Process for La Cienega Park & Recreation Complex

In fiscal year 2017-18, the City Council adopted priority #4 which states: Master Plan City Needs at La Cienega Park and Tennis Center Site. As a result, the City Council has directed staff to embark upon a process for gathering public feedback related to the La Cienega Park & Recreation Complex. The goal of this process is to determine what work, if any, needs to be done at this site. The City has engaged the services of the Consensus and Collaboration Program (CCP) from California State University at Sacramento to conduct this process. CCP will use a broad range of methods to gain this feedback, including stakeholder meetings, focus groups, town hall meetings, a survey, etc.

BACKGROUND

La Cienega first became a park in 1928 and has evolved over time. Once the home of an Olympic sized swimming pool which served as the training site for the 1932 Olympians, it has changed throughout the years to meet the growing needs of the community.

Now considered the City's sports park, its large field space provides two (2) large sports fields in the fall and transitions to three (3) baseball diamonds in the spring. It is the home field for practices and games of Beverly Hill AYSO (American Youth Soccer Organization), Beverly Hills Little League, and the Beverly Hills High School Baseball Team. There are four (4) picnic tables for open use or by reservation. The playground equipment was replaced 9 years ago with an expected use span of approximately 12-15 years.

The most recent additions to the Park were four years ago which included an outdoor fitness equipment area and a contracted snack bar. The Community Center was built in 1981 and currently houses an auditorium, a dance room, a meeting room and a City operated preschool room. In these four rooms, a myriad of City sponsored recreation classes and programs are held, as well as providing space for community meetings and social gatherings. The Community Center also serves as office space for four full-time recreation staff. Some basic improvements were made to the Community Center over the last two years such as, the roof was sealed to prevent water intrusion, and the HVAC system was upgraded so that it works properly.

The La Cienega Tennis Center is located directly across from La Cienega Community Center and Park. The Tennis Center encompasses two meeting rooms, one of which exclusively houses the Beverly Hills Duplicate Bridge Club, 16 tennis courts, a pro shop, restrooms and locker rooms, administrative offices and a substantial parking structure, located under the tennis courts. The City's former water treatment plant, built in the 1920s, just south of the tennis center, currently houses the Library/Archive for the Academy Foundation (associated with the

Academy of Motion Picture Arts and Sciences). The Academy leased this space for fifty-five years from the City in 1988.

At the southernmost corner of Olympic and La Cienega lies Frank Fenton Field which hosts the youngest division of AYSO soccer and Little League for games and practices. There is also a public restroom building at this site which is in fair to poor condition.

City Council's priority also indicated that staff should examine a pedestrian bridge that would link both sides of the park, across La Cienega Blvd., with the goal of improving pedestrian safety and providing a better connection between the City functions on both sides of the street.

FEEDBACK PROCESS

There are many reasons why the City is seeking feedback at this time. The southeast portion of the City has been a priority for some time, and so the City is interested in making investments in this area that serve the residents. Furthermore, as much as possible, the City is working to ensure that it is providing for the recreational needs of the community within the limited space that is available. As a result, it is critical to receive feedback from the community on what is needed at the La Cienega site.

CCP has begun holding a number of stakeholder and focus group meetings with various individuals. Additionally, an online survey has been developed to help with gathering feedback. Finally, two town hall meetings have been scheduled at La Cienega Community Center at 7 pm on October 8th and 24th.

As residents and vested stakeholders of the City, staff requests that the Next Beverly Committee members attend one of the town hall meetings and complete the survey which is available at this link: www.beverlyhills.org/LaCienegaSurvey

Staff will be available at the Next Bev meeting to present to the Committee and to answer any questions.



Next Beverly Hills Committee Overview

Committee name: Next Beverly Hills

Tagline: Shaping our city's future together™

Designation: An official City of Beverly Hills committee chartered by the Mayor and City Council

Founding: May 2015 by then Mayor Julian Gold

City Council Liaisons: Mayor Julian Gold and Councilmember Bob Wunderlich

City Staff Liaisons: Pamela Mottice-Muller and Michael George

Elected Leadership: Jon Gluck (Chair) and Kaveh Farshad (Vice Chair)

Meetings: Open to public, monthly, every fourth Tuesday, at 8:00am-9:30am, at Beverly Hills City Hall (front desk will direct you).

Membership: Open to residents and non-residents of all ages who are passionate about NBH's mission.

Mission:

Next Beverly Hills ("NBH") is a committee of talented next generation leaders chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic, and civic needs, and to inspire them to make Beverly Hills a better place for all.

Turn me over for more info

2018 Priority Areas:

1. Next Gen Arts
2. Next Gen Events
3. Next Gen Housing
4. City Communications Collaboration
5. Mayor's Initiatives Collaboration

Organizational structure:

- **Next Beverly Hills Committee** - The full Next Beverly Hills committee.
- **Subcommittees** - Member-driven teams carrying out NBH's work.
- **Priority Areas** - Areas of focus voted on by the full committee on an annual basis to guide NBH's work.
- **Initiatives** - Projects within NBH's Priority Areas that the Committee votes to undertake and forms a Subcommittee to carry out.

Official partners:

- Beverly Hills Chamber of Commerce
- Beverly Hills Conference & Visitors Bureau

Website: BeverlyHills.org/Next

Social media:

- **Channels:** @NextBeverlyHills on Facebook and Instagram; @NextBevHills on Twitter
- **Primary hashtag:** #NextBeverlyHills
- **Secondary hashtags:** #nextgen #nextgeneration #lovebevhills #beverlyhills #90210

Contact info:

- **Chair:** Jon Gluck - Jon@JonGluck.com
- **Vice Chair:** Kaveh Farshad - KFar@ScoreParkingNow.com
- **City Staff Liaison:** Michael George - MGeorge@BeverlyHills.org

If you're interested in becoming a member of Next Beverly Hills, please email Michael George at MGeorge@BeverlyHills.org

Arts & Culture

Local Events - September 2018

| Day | Date | Venue | Artist/Event | Genre |
|----------|--------------------|-------------------------------|---------------------------------|------------|
| On-Going | Sept. 1-30 | Paley Center + Other Venues | Essentially Marilyn: An Exhibit | Exhibit |
| On-Going | Sept. 6-16 | Paley Center + Other Venues | PaleyFest Fall TV Previews | Television |
| Week of | Sept. 21-28 | The Wallis (and other venues) | L.A. Film Festival | Cinema |
| Friday | September 21 | Saban Theater | The Isley Brothers | Music |
| Saturday | September 22 | Saban Theater | Al Di Meola & Jordan Rudess | Music |
| Sunday | September 30 | Saban Theater | Johnny Rivers | Music |
| On-Going | Sept. 20 - Oct. 14 | Theatre 40 | 26 Pebbles | Theater |

Around the Galleries

| | | | |
|----------|-------------|-----------------|--|
| | | | I Don't Like Fiction, I Like History: Duane Hanson with Thomas Demand, Andreas Gursky, Sharon Lockhart and Jeff Wall |
| On-Going | Sept. 5-28 | Gagosian | |
| On-Going | Sept. 2018 | Garboushian | Summer 2018 Group Show |
| On-Going | Sept. 15-30 | Galerie Michael | Chagall Festival |

Next Beverly Hills Committee
2018 Teams List
Last revised on: August 27, 2018

NOTE: If you're a new member interested in joining one or more of these teams, please contact NBH Chair Jon Gluck and Vice Chair Kaveh Farshad

| INITIATIVE SUBCOMMITTEES | | | | STANDING SUBCOMMITTEES | | |
|---|--|---|---|---|---|--|
| Next Night 2018 | Next Gen Housing | Next Beverly Hills Incubator | Community Liaisons | Mural Art on N. Canon Wall | Marketing | Events |
| Leadership: Cory Charupski Chair Boomer Welles <i>Block Businesses Chair</i> tbd Entertainment Chair Allison Adams Vendors Chair Marketing by NBH Marketing Subcomm. Members: Derrick Ontiveros Ben Reiss | Leadership: Alex Polin Chair Members: Woody Clark Mark Elliot Rebecca Pynoos | Leadership: Bradley Cook Co-Chair Tal Navarro Co-Chair Members: David All Derrick Ontiveros Liat Portal | Arts & Culture Co-Liaisons: Joel Hile Jamie Ross Business Liaison: Ben Reiss Charitable Liaison: Bradley Cook Education Liaison: Alex Polin Health & Safety Liaison: Sharona Nazarian Heritage Liaison: Woody Clark Mayor's Strategic Planning Committee Liaison: Tiffany Saidnia Mobility Liaison: Mark Elliot Parks & Recreation Liaison: open Planning Co-Liaisons: Irma Hopkins Tiffany Saidnia Public Works Liaison: Steve Weinglass Technology Co-Liaisons: Kory Klem Derrick Ontiveros | Leadership: Kory Klem Co-Chair Jamie Ross Co-Chair Members: tbd | Leadership: Noelle Freeman Chair Ariana Escalante Social Media Chair Members: Henry Alfano Lauren Escobar Irma Hopkins Tal Navarro | Leadership: Kipton Cronkite Chair Members: tbd |