CITY OF BEVERLY HILLS
455 N. Rexford Drive
2nd Floor Council Chamber
Beverly Hills, CA 90210

Strategic Planning/Southeast Taskforce/Committee Meeting

HIGHLIGHTS
Monday, March 9, 2020
5:00 PM

MEETING CALLED TO ORDER
Date / Time March 9, 2020 / 5:00pm

IN ATTENDANCE: Councilmember Dr. Julian Gold**,** City Treasurer Howard Fisher, Director of Community Development Susan Healy Keene, Assistant Director of Community Development Ryan Gohlich, Senior Planner Timmi Tway, Marketing and Economic Sustainability Manager Laura Biery, Policy and Management Analyst Cindy Owens, Abraham Assil, Isaac Gabai, Amir Dar, Benjamin Yadegar

1) Public Comment

1. Public comment was given regarding parking issues on Robertson Boulevard.

2) Welcome and Introduction

- Brief introduction from committee attendees
- Brief overview of the last meeting: urban design

3) Updates on Relevant Activity and Policies Impacting the Southeast Area

- Discussion regarding actions that have been taken since last June that impact the Southeast area.
- Topics included the following items presented to committee:
    - How do we make change happen? Staff working to summarize themes developed so far.
        1. Identify barriers that can be market/monetary, regulatory (policy), informational, motivational.
        2. Develop tool options – changing regulations, providing information, creating programs, providing assistance or incentives, direct investment, establish partnerships.
- Big themes and action items – commercial and residential uses, building design, streets/mobility/parking, branding and placemaking, events.

4) Discussion of Next Steps for the Strategic Planning/Southeast Task Force Committee

- Discussion regarding topics for next meeting. March 31 City Council study session planned on future of Strategic Planning Committee.

5) Adjournment

- The next meeting of the Strategic Planning Committee/Southeast Task Force is scheduled for April 13, 2020.

Adjourn
Date / Time March 9, 2020 / 5:45pm