



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210

Beverly Hills City Council Liaison / Branding and Licensing Committee

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting

<https://beverlyhills-org.zoom.us/my/committee>

Passcode: 90210

You can also dial in by phone:

United States (Toll Free): 1-833-548-0282 or United States: +1 669-900-9128

MEETING HIGHLIGHTS

Monday, October 16, 2023
3:15 PM

MEETING CALLED TO ORDER

Date / Time: October 16, 2023 / 3:15 PM

IN ATTENDANCE: Vice Mayor Lester Friedman; Councilmember Sharona Nazarian; Deputy City Manager Staff Keith Sterling; Community Outreach Manager Staff Magdalena Davis; Skechers Jarred Dahlerbruch; CMG Worldwide Mark Roesler; CMG Worldwide Joey Roesler, Policy and Management Intern Winnie Mai

1) Public Comment

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

- None

2) Update to a Request for the Use of the City Shield by Skechers

- Jarred Dahlerbruch from Skechers presented an overview presentation on their proposed Beverly Hills collection by Skechers for review. This included logo applications, hang tag, packaging, as well as the shoe wear designs.
- Mark Roesler, CEO of CMG Worldwide and Jared Dahlerbruch from Skechers presented to the committee regarding the large international licensing component of Skechers and the request for approval of designs to proceed a production.
- Feedback from Councilmember Sharona Nazarian and Vice Mayor Lester Friedman regarding the appropriate use and design of shoes. Presented designs were approved.

3) **Future Agenda Items Discussion**

- It was suggested to provide samples of the products at the next meeting.

ADJOURNMENT

Date / Time: October 16, 2023 / 3:39 PM