



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

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Tuesday, January 16, 2020
6:00 PM

MEETING CALLED TO ORDER

Date / Time: January 16, 2020 / 6:00 PM

IN ATTENDANCE: Councilmember Gold, Councilmember Wunderlich, Deputy City Manager Gabriella Yap, Chief Information Officer David Schirmer, Public Information Manager Keith Sterling, Management Analyst Michael George, Public Information Coordinator Lauren Santillana, Kaveh Farshad, Derrick Ontiveros, Ben Reiss, Kipton Cronkite, Noelle Freeman, Tiffany Davis, Joel Hile, Mark Elliot, Kory Klem, Sophie Mazzaro, Johana Hernandez, Tal Navarro, Ariane Sommer, Ethan Bazarganfard, Dellara Gorjian, Ariana Escalante, Jon Gluck, Cory Charlupski, Michael Dayon, Henry Alfano, Pierre Patrick, Maximilian Acevedo, Adriana Cabanas, and Ori Blumenfeld.

1) Public Comment

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

Speakers: None

2) Welcome & Introductions

a. Councilmember Julian Gold and Councilmember Bob Wunderlich

- No update

b. Next Beverly Hills Chair Derrick Ontiveros and Vice Chair Noelle Freeman

- No update

c. Self-Introductions of Guests and Prospective New Members

- Michael Dayon, local community member
- Sophie Mazzaro, local community member
- Dellara Gorjian, law school student at UCLA
- Johana Hernandez, fashion designer
- Adriana Cabanas, business entrepreneur

d. Opening Announcements

- Events Chair Kipton Cronkite invited the Committee members to socialize after the meeting at a local establishment.

3) Current Business

a. Report from Kory Klem on North Cañon Wall Mural Art Completion and Ribbon Cutting

- Kory Klem gave an update and shared the success of the event and ideas to promote the wall throughout the City.

4) New Business

a. 2020 Priority Areas

- Chair Derrick Ontiveros introduced and confirmed that the Committee's priority areas from last year will stay the same in this current year.

b. Initiative Pitch Protocol

- Chair Derrick Ontiveros shared the process of pitching new initiatives and gave instruction that ideas for new initiatives should be emailed to the Committee's main email address.

c. Voting Eligibility Policy

- Chair Derrick Ontiveros introduced the new policy for voting eligibility to include attendance at a minimum of 75% of meetings within the last 12 months or 75% of subcommittee meetings.

d. Subcommittee Leadership (Marketing, Membership, Events, Next Night, Incubator, Coding Bootcamp)

- Chair Derrick Ontiveros informed the Committee that he will send an electronic form and descriptions of leadership roles for members who are interested in a leadership role during this current year.

e. Next Gen Voice

1. Use of technology and communication within the City

- Chair Derrick Ontiveros introduced the topic of technology and communication with the City and opened the floor to discussion.
- Public Information Manager Keith Sterling informed the group about the update to the City's Strategic Communications Plan and that he will bring the Plan back to the group for input at a future meeting.
- Kaveh Farshad suggested that the City provide notices based on types of content to be discussed at meetings.
- Mark Elliot thanked Keith for his work and said there is still room for improvement on the City's website and communications on various large-scale activities and topics being addressed by the City as well as long term priorities and strategic goals from the City Manager's Office, such as a blog.
- Ben Reiss suggested that information boards be provided at shared mobility sites to give information to the community.
- Kory Klem commented that the City's Instagram account is not people-driven.
- Ethan Bazarganfard suggested that City representatives participate in the Next Beverly Hills Incubator program in order to enhance the City's Instagram posts.
- Johana Hernandez suggested for the City to partner with Instagram influencers.
- Ariana Escalante suggested that the City's Instagram can have posts that are both beautiful and informative at the same time.
- Tal Navarro commented on how some of the City's Instagram posts can be designed to have better visual appeal.
- Public Information Manager Keith Sterling thanked the Committee for the feedback and informed them that the City's Instagram account has the most followers in comparison to other similar local cities.
- Adriana Cabanas mentioned an electronic parking application that is available in the City of Miami and suggested that the City of Beverly Hills look at options for a similar parking application.
- Dellara Gorjian suggested a potential parking application for the City can be implemented through a startup approach.

- Pierre Patrick commented on the strictness of parking in Beverly Hills particularly on Maple Drive.
 - Councilmember Wunderlich praised the group for discussing this topic.
- f. Open Discussion (Share and discuss interesting next gen-related info, events, invites, and ideas)**
- Ethan Bazarganfard shared an update that one of the Next Beverly Hills Incubator participants has been able to fundraise \$80,000.00 for their company.
 - Joel Hile distributed the Arts and Culture Calendar for the month of February 2020.

5) Adjournment

The Monthly Meeting of the Next Beverly Hills Committee will occur on February 20, 2020, at 6:00 p.m. in City Hall Room 280A (Committee meetings typically take place monthly)

Date / Time: January 16, 2020 / 7:00 PM