



## CITY OF BEVERLY HILLS

455 N. Rexford Drive  
Beverly Hills, CA 90210  
Virtual Meeting

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

#### SPECIAL MEETING HIGHLIGHTS

Thursday, July 23, 2020  
9:30 AM

#### MEETING CALLED TO ORDER

Date / Time: July 23, 2020 / 9:33 AM

**IN ATTENDANCE:** Mayor Lester Friedman, Councilmember Julian A. Gold, M.D., Deputy City Manager Gabriella Yap, Deputy Director of Rent Stabilization Helen Morales, Marketing and Economic Sustainability Manager Laura Biery, Todd Johnson (Beverly Hills Chamber of Commerce), Blair Schlecter (Beverly Hills Chamber of Commerce), Umberto Savone (Umberto Salon), David Laredo (The Nosh of Beverly Hills), Avi (Moonlight Printing), James Anderton (West), Nick Ellis (Harry Harris Shoes), Jeff Gross (Mickey Fine), Jay Nehouray (Caravan Rug), Sabaa Kamal (Kamal Beverly Hills), Shahe (Robert Burns Wine), Shawn Shenefield (Upper Crust Pizzeria), Houman Mahboubi, Chris Bonbright, David Mirharooni, Daniel Bermudez (Beverly Hills Chamber of Commerce).

#### 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) Update on Commercial Tenant Rent Repayment

##### a) Current Law

- It is important to work together to find solutions if there are not pre-existing agreements. This can include payment plans. It is important to meet the notification date.
- August 1<sup>st</sup> is the rent recommencement date for the regular repayment of rent.
- Tenants discussed repayment plans in the event that business operations are shut down again.
- Mayor Lester Friedman relayed that schedules are still fluid, and there is the possibility of revisiting situations depending on circumstances. Councilmember Gold agreed that circumstances are changing day to day and asked if there were ways the City could help.
- Helen Morales discussed mediation services available for no charge to help work with landlords and tenants to reconnect and resolve issues. Contact 310-285-1031 or [BHRent@beverlyhills.org](mailto:BHRent@beverlyhills.org) for more information.
- The Committee discussed the following options:
  - The importance of working with one's landlord or one's tenants to resolve with various methods, including concessions.
  - Range of options for different sized businesses.

- Landlords arranging meetings
  - Extending leases and partial rent payments
  - Landlords and businesses working together
  - Beverly Hills Chamber of Commerce assistance
- b) Long-term Landlord-Tenant Relationships
- The Chamber of Commerce discussed efforts and partnerships with the City and helping to develop recommendations for things to do and ways to work together.

### 3) Current Business Community Support Efforts

- a) OpenBH
- The OpenBH program allows businesses to open outdoors. This includes both outdoor dining as well as retailers/salons and can utilize lane closures or parking lanes or the sidewalk to expand services. More information is available at [www.beverlyhills.org/openbh](http://www.beverlyhills.org/openbh).
  - Mayor Lester Friedman relayed that closing down Cañon Drive was discussed at a past City Council meeting, but there was more interest in creating parklets or blocking off parking lanes to expand into that area. The City would go along with this idea if it is what the merchants want. It was mentioned that it is important that this does not cause people to gather in large groups in the streets.
- b) Curbside Meter Program
- For more information, contact [businessrecovery@beverlyhills.org](mailto:businessrecovery@beverlyhills.org).
- c) Relaxed Signage
- Because business hours are changing, it is important to do everything to communicate hours open and to do so safely.
- d) Loan and Grant Programs
- Beverly Hills Chamber of Commerce – [www.beverlyhillschamber.com](http://www.beverlyhillschamber.com)
- e) Save Small Business Coalition
- Beverly Hills Chamber of Commerce – [www.beverlyhillschamber.com](http://www.beverlyhillschamber.com)
- f) Chamber Small Business Efforts
- Services for businesses, such as monthly webinars.
- g) Other
- The MyBeverlyHills Shop Local Program connects residents to businesses.

### 4) Discussion of Potential Additional Small Business Support Initiatives

- a) Private business collaborations
- Mayor Lester Friedman discussed dedicating significant resources to businesses in an effort to inform and enforce for patrons, such as giving out masks, not seating those without masks, making sure all required Los Angeles County signage is present, having stickers, etc. This helps the entire community and helps the City with enforcement.
  - The Committee discussed the following:
    - Sidewalk Decals
    - Closing off street/car traffic to allow restaurants to set up tables and having the area be more “walk-friendly”.
- b) Other

### 5) Adjournment

Date / Time: July 23, 2020 / 10:35 AM