



## CITY OF BEVERLY HILLS

455 N. Rexford Drive  
Beverly Hills, CA 90210  
Room 280A

### Next Beverly Hills Committee Meeting

#### SPECIAL MEETING HIGHLIGHTS

Tuesday, April 30, 2019  
8:00 AM

#### MEETING CALLED TO ORDER

Date / Time: April 30, 2019 / 8:02 AM

**IN ATTENDANCE:** Councilmember Julian Gold, Councilmember Wunderlich, Marketing and Economic Sustainability Manager Laura Biery, Management Analyst Michael George, Management Analyst Teresa Revis, Human Services Administrator James Latta, Beverly Hills Ambassador Program Manager Kris Zagya, Chair Kaveh Farshad, Vice Chair Derrick Ontiveros, Kipton Cronkite, Daniel Bermudez, Anna Stavaridis, Allison Adams, Ethan Bazarganfard, Sher Chaudhary, Noah Etessami, Tal Navarro, Shahene Nili, Robert Bibeault, Jennifer Okhovat, Ariana Escalante, Ariane Sommer, Sam Malik, Jon Gluck, Njideka Obijiaku, Gazelle Rastegar, Adonis Simmons, Bradley Cook, Anjali Rajpal, Naima Blasco, Cory Charlupski, Yuka Kobayashi, David All, Pierre Patrick, Alex Sarican, Noelle Freeman, Kory Klem, and Joel Hile.

#### 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

##### a) Beverly Hills Councilmember Julian Gold and Councilmember Robert Wunderlich

- No update

##### b) Next Beverly Hills Chair Kaveh Farshad and Vice Chair Derrick Ontiveros

- Chair Kaveh Farshad provided an overview of the Committee.

##### c) Self-Introductions of Guests and New Members

- Anna Stavaridis, member of the Beverly Hills Chamber of Commerce Young Professionals Network and fitness studio owner (first time)
- Yuka Kobayashi, media entrepreneur (first time)

##### d) Opening Announcements

- None

##### e) Special City Presentation: James Latta and Kris Zagya “Overview of Beverly Hills Ambassador Program”

- Human Services Administrator James Latta and Beverly Hills Ambassador Program Manager Kris Zagya gave an overview of the Beverly Hills Ambassador Program and instructed how Committee members and the public can engage with the Ambassadors via cell phone.

#### 3) Current Business

##### a. Initiative Subcommittee Updates:

##### 1. Next Night

- Next Night Initiative Chair Alex Sarican updated the Committee that the date of the event will be going to City Council for approval on May 7, 2019, and that more details will be forthcoming as the project develops.

## **2. Next Beverly Hills Incubator**

- Next Beverly Hills Incubator Initiative Co-Chair Tal Navarro reminded the Committee that the program has been divided into categories based on whether the business teams are incubating local (non-scalable) businesses or those that are looking to grow outside of Beverly Hills and encouraged Committee members to become involved in the Incubator program.

## **3. North Canon Wall Mural Art**

- North Canon Wall Mural Art Initiative Co-Chair Kory Klem gave an update that the project will soon go to City Council for review and approval.

## **b. Standing Subcommittees Updates:**

### **1. Marketing Subcommittee**

- Marketing Subcommittee Chair Noelle Freeman encouraged the Committee members to continue engaging in social media to help facilitate content creation.

### **2. Membership Subcommittee**

- Membership Subcommittee Chair David All invited more Committee members to join the Membership Subcommittee and discussed some of the current challenges of the Subcommittee and how they are actively addressing the challenges through developing new processes.

### **3. Events Subcommittee**

- Event Subcommittee Chair Kipton Cronkite thanked the Committee members who have supported the event execution process.
- Daniel Bermudez from the Beverly Hills Chamber of Commerce shared an update on the recent partnership between the Chamber and the Committee and promoted the upcoming My Beverly Hills mixer on May 8 and the Dance Sundays event at the Wallis on June 9.

## **c. Community Liaisons Reports**

- Chair Kaveh Farshad encouraged Committee members to sign up for open Community Liaison positions.
- Transportation Liaison Kory Klem gave an update on the Complete Streets project including the workshop on May 8, and discussed the history of bicycle planning in Beverly Hills.
- Arts Community Liaison Joel Hile discussed cultural events occurring around the City and distributed the current arts and culture calendar.

## **4) New Business**

### **a. Pitch (New initiative proposals)**

- Next Beverly Hills Coding Bootcamp Initiative Subcommittee Chair Bradley Cook gave the second pitch for the project and it was approved by Committee vote.

### **b. Tell (Share interesting and relevant next-gen related info and events)**

- Committee member Pierre Patrick shared information about an upcoming film screening.
- Committee member Ariana Escalante shared information about an upcoming Homelessness and Mental Health Awareness event.
- Daniel Bermudez shared information on upcoming events hosted by the Beverly Hills Chamber of Commerce.

### **c. Next Meeting: May 28, 2019 / 8:00 AM**

## **5) ADJOURNMENT**

Date / Time: April 30, 2019 / 9:00 AM