



## CITY OF BEVERLY HILLS

455 North Rexford Drive  
Beverly Hills, CA 90210

### The Beverly Hills City Council Liaison / Branding and Licensing Committee

#### MEETING HIGHLIGHTS

#### IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee Meeting  
<https://beverlyhills-org.zoom.us/my/committee>

Meeting ID: 516 191 2424

**Passcode: 90210**

You can also dial in by phone:

+1 669 900 9128 US

+1 833 548 0282 (Toll-Free)

One tap mobile

+16699009128,,5161912424# US

+18335480282,,5161912424# US (Toll-Free)

Friday, June 10, 2022

11:00 AM

*In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org) and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Branding and Licensing Committee. Beverly Hills Liaison meetings will be in-person at City Hall.*

#### MEETING CALLED TO ORDER

Date / Time: June 10, 2022 / 11:00 AM

**IN ATTENDANCE:** Councilmember Lester Freidman, Councilmember John Mirisch, City Attorney Larry Wiener, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Special Events and Filming Coordinator Magdalena Davis, and President and CEO Beverly Hills Chamber of Commerce Todd Johnson, President of the Rodeo Drive Committee Kathy Gohari, Phil Savenick, Robbie Anderson, Thomas White, Director of Marketing for the Beverly Hills Chamber of Commerce Alexandria Anderson, Economic Development Manager for the Beverly Hills Chamber of Commerce Greg Sefain, David Miharooni, Murray Fischer, Mark Egerman, Mark Roesler, Joey Roesler. Jeremy Saul.

1) Public Comment

- a. Kathy Gohari provided public comment in support of allowing the Beverly Hills Historical Society the use of the City Shield.

**Taken Out of Order**

3) Request Regarding Use of the Shield by the Beverly Hills Historical Society

The Historical Society requested the use of the City Shield in a mural to display on the exterior window of Anderton Court on the day of the Father's Day car show.

Phil Savenick of the Beverly Hills Historical Society provided a presentation.

Robbie Anderson provided public comment in support of allowing the Beverly Hills Historical Society to use the City Shield.

Councilmember Friedman and Councilmember Mirisch were both in support of granting use for one day along with one waiver of the special events permit fee with extension if necessary.

**Returned to Order**

2) Request Regarding Use of the Shield by the Beverly Hills Chamber of Commerce

The Beverly Hills Chamber of Commerce requested continued use of the Shield with their logo as they have been using for optimizing connections.

Member business logo guidelines and request for continued use was discussed. The Liaisons directed the Chamber staff to rework the proposal with City Staff and return with more specific guidelines including categories that are and are not permitted to use the Shield, a list of businesses within the City limits and those not within the City limits. Chamber can move forward only when a revised agreement is created and reviewed by the City Attorney's office and then adopted by the full City Council.

**Public Comment Continued**

- a. Thomas White and Robbie Anderson expressed concern over allowing Chamber businesses to use the City Shield.
- b. David Mirharooni provided public comment in support of allowing the Beverly Hills Chamber of Commerce businesses to use the City Shield.
- c. Mark Egerman provided public comment in support of allowing the Beverly Hills Chamber of Commerce businesses to use the City Shield.
- d. Murray Fischer provided public comment in support of allowing the Beverly Hills Chamber of Commerce businesses to use the City Shield.

4) Future Agenda Items

Skechers company representative introduced himself and notified liaisons that the company is exploring the opportunity for a partnership with the City and they will be back in the future to present.

Beverly Hills Cop IV will come forward in the future with a request to use the City shield on marketing, collateral, trailers and/or in the movie itself.

5) Adjournment

Date / Time: June 10, 2022 / 11:45 AM