



**BEVERLY HILLS CITY COUNCIL LIAISON/
SMALL BUSINESS ASSISTANCE TASK FORCE
COMMITTEE**

SPECIAL MEETING HIGHLIGHTS

**Beverly Hills Chamber of
Commerce**
9400 Santa Monica Blvd.,
2nd Floor Boardroom
Beverly Hills, CA
90210

May 22, 2019
8:30 AM

MEETING CALLED TO ORDER

Date/Time: May 22, 2019 / 8:37 AM

ATTENDANCE

City Officials: Lester Friedman, Vice-Mayor; Julian Gold, Councilmember;
City Staff: Laura Biery, Marketing and Economic Sustainability Manager

Chamber Staff: Todd Johnson, President and CEO; Nicholas Lara, Director of
Programs; Daniel Bermudez, Program Coordinator

Task Force Members: Jeff Tilem, Pioneer Hardware; Shawn Saeedian, Beverly Hills Market
and Deli; James Anderton, West; Chris Bonbright, Gratitude Beverly
Hills; David Laredo, The Nosh; Jay Nehouray, Caravan Rug Corp.

Guests: Larry Johnson, El Camino College SBDC; David Gingold

1. Public Comment

David Gingold spoke briefly about a number of civic issues, including a tour bus stop in the Golden Triangle.

2. Welcome, Introductions and Purpose of the Task Force

Each attendee introduced themselves.

The purpose of the Task Force is to attract and retain small businesses in Beverly Hills and to continue to ensure that Beverly Hills provides a favorable business climate for small business.

3. Recap of Last Meeting

Todd Johnson provided a brief recap of the last meeting.

4. Small Business Programming

The Task Force heard about various small business services provided by the Chamber through its Work Plan with the City of Beverly Hills.

Larry Johnson from the Small Business Development Center (SBDC) discussed the purpose of SBDC and how they provide residents and businesses with business consulting services such as marketing, social media, strategic planning, and business start-up.

Daniel Bermudez of the Chamber of Commerce discussed the My Beverly Hills program which is designed to encourage residents to shop locally through monthly mixers at different businesses in Beverly Hills, bi-weekly business profiles on businesses in the City, and a monthly newsletter.

Todd Johnson discussed the Get to Know Your City program that is done twice a year and is meant to be an opportunity for businesses to meet City departments in an informal, open house environment and to hear presentations on the latest City initiatives.

Todd Johnson discussed mayoral retention meetings which are meetings where the Mayor, a member of the City Manager's office, and a Beverly Hills Chamber staff member meet with Beverly Hills business owners in targeted sectors in order to understand the concerns of the business community and their experiences in the City.

The Task Force provided a number of ideas and recommendations that could be incorporated to expand the reach of these programs.

5. Adjournment

The next meeting is scheduled for June 26 at 8:30am.

Date / Time: April 25, 2019 / 9:31 AM

Small Business Task Force Committee Special Meeting Highlights May 22, 2019