



CITY OF BEVERLY HILLS
455 North Rexford Drive
Beverly Hills, CA 90210
Teleconference/Video Conference Meeting

Beverly Hills Liaison Meeting
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Beverly Hills City Council Liaison / CVB / Marketing Committee

SPECIAL MEETING HIGHLIGHTS

Thursday, December 17, 2020
5:00 PM

MEETING CALLED TO ORDER

Date / Time: December 17, 2020/ 5:04PM

IN ATTENDANCE: Mayor Lester Friedman; Councilmember Lili Bosse; City Manager George Chavez; Deputy City Manager Gabriella Yap; Director of Finance Jeff Muir; Assistant Director of Finance Tatiana Szerwinski; Marketing and Economic Sustainability Manager Laura Biery; Julie Wagner, BHCVB; Robert Bibeault, BHCVB; Linda Briskman, BHCVB; Eliot Finkel, BHCVB; Bill Wiley, BHCVB; John Bendheim, BH Courier; Sandy Murphy, Beverly Hilton; Peter Humig, Beverly Wilshire; Offer Nissenbaum, Peninsula Hotel; Executive Assistant, Lisa Karson.

1) Public Comment

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

- Speakers: None

2) Review of activities and performance metrics to date for the Beverly Hills Conference and Visitors Bureau during First Quarter 2020-2021 and Second Quarter 2020-2021

- \$1.9 million generated – return of \$26.70 for every dollar invested; 178,000 emails sent.

3) Review of existing and planned marketing activity by the Beverly Hills Conference and Visitors Bureau for Third Quarter 2020-2021

- Something to Feel Good About Campaign
- Retool NBC video.
- As You Wish Winter campaign involving dogs
- Targeted advertising using Sojourn; using social media to support
- Monocle Media is featuring Adrien Sauvage.

- Los Angeles area destinations, Expedia – Los Angeles, Santa Monica, West Hollywood, Marina Del Rey, Beverly Hills.
 - Golden Globes is still interested in doing a small-scale production with a reduction of an audience of 250-300 reduced from regular attendance of 1,200.
- 4) **Review of the Fiscal Year 2020-2021 Beverly Hills Conference and Visitors Bureau Work Plan and Budget**
- a) **Transient Occupancy Tax (TOT) Payment Deferment Request Letter**
- Requesting deferment
 - Both Mayor Friedman and Councilmember Bosse support this deferment.

ADJOURNMENT

Date / Time:

December 17, 2020 / 6:01 PM