



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
Municipal Gallery

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Tuesday, August 27, 2019
8:00 AM

MEETING CALLED TO ORDER

Date / Time: August 27, 2019 / 8:01 AM

IN ATTENDANCE: Councilmember Gold, Councilmember Wunderlich, Marketing and Economic Sustainability Manager Laura Biery, Management Analyst Michael George, Kaveh Farshad, Derrick Ontiveros, Naima Blasco, Kristin Lucas, Nick Parada, Gilberto Vega, Noah Etessami, Allison Adams, David All, Noelle Freeman, Mike Carbajal, Tara Vafaeenia, Sara Well, Lucas LaTour, Kevin McCarthy, Robert Bibeault, Anna Stavaridis, Sarah Chang, Kory Klem, and Angelo Magee.

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

- Nick Parada, part time staff at Beverly Hills Television
- Lucas LaTour, music production professional
- Angelo Magee, mortgage banking professional
- Michael Carbajal, unscripted television professional
- Anna Stavaridis, wellness professional (second time)
- Sara Well, Next Beverly Hills Incubator alumnus

d) Opening Announcements

- None

3) Current Business

a. Initiative Subcommittee Updates:

1. Next Night

- The Committee participated in a feedback session on Next Night and provided comments, including but not limited to, the following:
 - The layout/footprint of the event, the four-sided interactive experience, the children's section, and the various games were successful; and
 - Areas to potentially explore for future events may include more interactive activations such as a feature at the Committee booth to

tell the story of the Committee, having a larger bar/lounge area with couches, and new marketing strategies.

2. Next Beverly Hills Incubator

- No update.

3. Next Beverly Hills Coding Bootcamp

- No update.

4. North Canon Wall Mural Art

- Arts Co-Liaison Kory Klem provided an update on the project and mentioned that the item for approval of the recommended concept developed by the artist will be on the September 10, 2019, City Council Study Session agenda.

b. Standing Subcommittees Updates:

1. Marketing Subcommittee

- Marketing Subcommittee Chair Noelle Freeman gave an update on the success of recent content that was posted to the Committee's Instagram account, including an 84% Instagram Story retention rate, and notified the Committee that the "Welcome Video" is completed and is anticipated to be posted in the coming week.

2. Membership Subcommittee

- Membership Subcommittee Chair David All suggested the Committee begin hosting casual networking events at local coffee shops and he thanked the volunteers who participated at Next Night.

3. Events Subcommittee

- No update.

c. Community Liaisons Reports

- Committee Vice Chair and Technology Liaison Derrick Ontiveros shared an update on the Fiber to the Premise Initiative and the concept of free-of-charge internet service in the City.

4) New Business

a. Pitch (New initiative proposals)

- None.

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

- Committee Chair Kaveh Farshad gave an overview of the new "Idea" section to occur as part of the "Tell" portion, which is meant to function as a concept brainstorming session without any guarantees of implementation.

c. Next Meeting: September 24, 2019 / 8:00 AM

5) ADJOURNMENT

Date / Time: August 27, 2019 / 9:01 AM