



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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, November 27, 2018
8:00 AM

MEETING CALLED TO ORDER

Date / Time: November 27, 2018 / 8:01 AM

IN ATTENDANCE: Mayor Gold, Councilmember Wunderlich, Marketing and Economic Sustainability Manager Laura Biery, Management Analyst Michael George, Jon Gluck, Kaveh Farshad, Naima Blasco, Pilar Llorente, Rita Ortiz, Nick Lara, Irma Hopkins, Adonis Simmons, Elona Shishelovskaya, Erin Schneider, Pierre Patrick, Stephanie Cohen, Ariana Escalante, Cory Charlupski, Noelle Freeman, Bradley Cook, Abigail Philbin, Daniel Bermudez, Samantha Neyland, Tiffany Saidnia, Bob Bibeault, Tal Navarro, Derrick Ontiveros, Steven Weinglass, David All, and Kipton Cronkite

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) Welcome

a) Beverly Hills Mayor Julian Gold and Councilmember Bob Wunderlich

- Mayor Gold and Councilmember Wunderlich provided background information on the Committee.

b) Next Beverly Hills Chair Jon Gluck and Vice Chair Kaveh Farshad

- Chair Jon Gluck and Vice Chair Kaveh Farshad provided overview of the Committee and its current structure.

c) Self-Introductions of Guests and New Members

- Stephanie Cohen, West/Metro LA District Director at Los Angeles County Supervisor Sheila Kuehl's Office (first time)
- Samantha Neyland, actress and current Miss Beverly Hills (first time)
- Naima Blasco, Owner and CEO of Boutique Concierge (second time)
- Elona Shishelovskaya, Operations Professional with Harrison Design and current Chair of Beverly Hills Chamber of Commerce Young Professionals Network (first time)
- Nick Lara, Director of Programs at Beverly Hills Chamber of Commerce (first time)
- Daniel Bermudez, Program Coordinator at Beverly Hills Chamber of Commerce (first time)
- Abigail Philbin, Creative Management and Productions at Office of Andrew Tenenbaum (first time)

d) Opening Announcements

- The group discussed the recent BOLD Holidays events currently occurring in Beverly Hills. Bob Bibeault, Director of Marketing at the Beverly Hills

Conference & Visitors Bureau, shared that the pop-up art installation experience currently at Two Rodeo has attracted 10,000 visitors in its first two weeks.

- Stephanie Cohen, West/Metro LA District Director for Los Angeles County Supervisor Sheila Kuehl's Office, gave a presentation to the Committee on Los Angeles County's governing structure and responsibilities.
- Vice Chair Kaveh Farshad reminded the attendees to sign in and keep involved by engaging with the Committee's social media accounts.

3) Current Business

a. Initiative Subcommittees Updates:

1. Next Night

- No update was provided.

2. Next Beverly Hills Incubator

- Next Beverly Hills Incubator Co-Chairs Bradley Cook and Tal Navarro shared that the Incubator kick-off event, which occurred on November 26, 2018, was a success and mentioned the Incubator program will soon be accepting applications for the next cohort.

3. North Canon Wall Mural Art

- No update. The leaders of the initiative subcommittee will prepare an update for the upcoming Committee meeting.

4. Next Gen Housing

- No update. Postponed to upcoming meeting.

5. Mayor's Initiatives Collaborations

- Committee Liaison Mayor Gold shared how the Strategic Planning Committee is currently finalizing a set of recommendations concerning the business triangle. The Strategic Planning Committee intends to present the recommendations to the full City Council at an upcoming meeting.
- Additionally, Mayor Gold shared the upcoming topics to be addressed by the Strategic Planning Committee, which will include the areas near the intersection of La Cienega Blvd. and Wilshire Blvd.

b. Standing Subcommittees Updates:

1. Marketing Subcommittee

- Marketing Subcommittee Chair Noelle Freeman provided an update on the "Who is Next Beverly Hills" social media campaign and shared a sample video to promote Committee member involvement in the campaign.

A. Social Media Chair

- Social Media Chair Ariana Escalante shared an update on the progress of the Committee's Instagram account concerning Committee member recruitment. Ariana indicated the potential recruits identified through Instagram may begin attending the Committee meetings in January 2019.

B. Ambassador Chair

- Ambassador Chair David All provided general information on the role of the Ambassador with regards to Committee member attraction and retention. He shared the focus of the Ambassador team will be on developing methods to engage current and new members with the programs and initiatives of the Committee.
- David is continuing to develop potential classifications for Committee members and processes for implementing them into the Committee. David will continue to develop recommendations and strategies for Committee member attraction, retention, and engagement.

2. Events Subcommittee

- Events Subcommittee Chair Kipton Cronkite shared an update on recent collaboration activities with regards to upcoming special events to be developed by the Events Subcommittee. Kipton is currently studying the events and programs of the Beverly Hills Chamber of Commerce as he develops more ideas for a potential event launch in February 2019.

c. Community Liaisons Reports

- No updates. Postponed to upcoming meeting.

4) New Business

a) 2019 Leadership Election Nominations

- Chair Jon Gluck discussed the process for the nomination and election of the Vice Chair position for 2019 and explained the proposed change to have the Vice Chair become Chair in the following year. The Committee then voted unanimously in favor of the proposed change to have the Vice Chair become Chair the following year.

b) Pitch (New initiative proposals)

- Pilar Llorente proposed the idea of having a Beverly Hills Bike Festival event to highlight the bike lanes in the City.

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

- Committee Liaison Mayor Gold promoted BOLD Holidays, mentioned the pop-up art installation experience at Two Rodeo and reminded the Committee about the Vahagn Setian Memorial Run/Walk event.

d) Next Meeting: December 18, 2018 at 8:00am-9:30am

5) ADJOURNMENT

Date / Time: November 27, 2018 / 9:36 AM