



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
Virtual Meeting

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Thursday, July 16, 2020
6:00 PM

MEETING CALLED TO ORDER

Date / Time: July 16, 2020 / 6:01 PM

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Julian A. Gold, M.D., Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Management Analyst Michael George, Director of Community Services Jenny Rogers, Director of Public Works Shana Epstein, Director of Community Development Susan Healy-Keene, Derrick Ontiveros, Noelle Freeman, Tiffany Davis, Joel Hile, Noah Etessami, Adonis Simmons, Ori Blumenfeld, Allison Adams, Bradley Cook, Sher Chaudhary, Wil Master, Ethan Bazarganfard, Henry Alfano, Gilberto Vega, Kipton Cronkite, Shelly Rosenfeld

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 & Introductions

a. Mayor Lester Friedman and Councilmember Julian Gold

- Mayor Lester Friedman and Councilmember Julian Gold welcomed the group for today's meeting.

b. Next Beverly Hills Chair Derrick Ontiveros and Vice Chair Noelle Freeman

- Derrick and Noelle welcomed the group for today's meeting.

c. Self-Introductions of Guests and Prospective New Members

- None

d. Opening Announcements

- None

3) Current Business

a. Presentation: Director of Community Services Jenny Rogers on the City's Virtual Community Services Programming

- CommunityLifeBH.org – This link serves as the new website and @CommunityLifeBH is the new social media source for the Community Services Department.
 - Online Resources include activities, programs, and events from around the globe and locally in Beverly Hills, including the 2020 Spring Virtual Beverly Hills Art Show.
 - Art, Recreation, and Library
 - Beverly Hills Beautiful
 - The Committee brainstormed options to collaborate with the Community Services Department and The Wallis to get more young people in the City

involved. Councilmember Gold discussed how to promote City programs for the Next Gen group.

b. Next Gen Voice: Reflection on Current Events recap from 6/18 meeting

- Mayor Lester Friedman relayed the largest challenge is changing attitudes towards the police, in addition to how resources will be distributed. The City of Beverly Hills is lucky to have enough resources to provide services for the community, and all these services continue to be available. Mayor Friedman stressed the importance of social distancing and face coverings and discussed how the City is giving out masks to community members. It was mentioned that the Beverly Hills City Council wants City Rangers, Police Department officials and employees, and anyone else with authority (possibly Code Enforcement) to write citations for people not complying with mask ordinances.
- Councilmember Gold discussed incentivizing people to wear masks and advised visiting publichealth.lacounty.gov for updated data and information. Councilmember Gold reported that during the July 21st Study Session, there will be discussion regarding the possibility of closing down Cañon Drive for restaurant tables in the streets, as well as how this could affect pedestrian traffic and if there is business interest to do so.
- Deputy City Manager Gabriella Yap reported that all City departments are moving forward fully with education and enforcement efforts. The messaging is that face coverings are mandatory, violations are being enforced by the Police Department, Code Enforcement, and City Rangers. Additionally, businesses are being checked for compliance.
- Derrick Ontiveros explained the importance of consistent messaging, as information and data is constantly changing.
- Noah Etessami discussed the role of videos and media in messaging.
- The Committee discussed making wearing masks in Beverly Hills an experience. The masks could be a memorable item to keep. Wearing a mask could be part of a PR campaign to educate and make a mask an exclusive fashion item.

4) New Business

a. Subcommittee Leadership (Marketing, Membership, Events, Next Night, Incubator, Coding Bootcamp)

- Joel Hile discussed using the social media video as a membership tool as well as the Beverly Hills Chamber of Commerce's Back to Business event.
- Jenny Rogers, Director of Community Services, discussed the possibility of hosting some drive in experiences for the community, such as art installations.
- Noah Etessami discussed Next Beverly Hills Incubator Demo Day, startups and the Back to Business Campaign.
- Bradley Cook relayed information on the importance of basic coding skills, as well as the idea of engaging Beverly Hills Sister Cities.

b. Next Gen Voice: Building a Sense of Community

- No update.

c. Open Discussion (Share interesting next gen-related info, events, invites, and ideas)

- No update.

5) Adjournment

The upcoming Next Beverly Hills Committee is scheduled for August 20, 2020. (Committee meetings typically take on the 3rd Thursday of each month at 6:00pm).

- Date / Time: July 16, 2020 / 7:08 PM