



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

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Thursday, August 20, 2020
6:00 PM

MEETING CALLED TO ORDER

Date / Time: August 20, 2020 / 6:06 PM

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Julian A. Gold, M.D., Deputy City Manager Gabriella Yap, Director of Public Works Shana Epstein, Marketing and Economic Sustainability Manager Laura Biery, Management Analyst Michael George, Transportation Planner Jessie Holzer, Transportation Planner Martha Eros, Derrick Ontiveros, Noelle Freeman, Tiffany Davis, Joel Hile, Noah Etessami, Cory Charlupski, Todd Johnson, Allison Adams, Robert Bibeault, Bradley Cook, Henry Alfano, Kory Klem, Kaveh Farshad, Kipton Cronkite, Marc Cowan, Irma Hopkins

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

- Leadership for Next Beverly Hills has designed and ordered new pins with an updated logo design.

3) Current Business

a. Presentation: Transportation Planner Jessie Holzer on Connect Beverly Hills

- The Committee received an update on this urban design project for the commercial streets in Beverly Hills, which includes streetscape amenities, pedestrian information, street furniture, bus shelters, signage, and more. The project will start with the metro station at Wilshire/La Cienega.
- The first round of community engagement and outreach has been completed, which includes a walk audit, interactive map, community meetings, and focus groups.

- The next round of community engagement has launched, including gathering input on design preferences and aesthetic styles. The survey, comment form, and additional information is available at <https://connect.beverlyhills.org>.
 - Some common comments/complaints include requests for amenities on the sidewalks, better lighting, landscaping, making streets more walkable, changing street layouts, bus/bike lanes, and changing traffic patterns.
- b. Next Gen Voice: Reflection on Building a Sense of Community recap from 7/16 meeting**
 - Tiffany Davis spoke on ways to increase and retain Next Beverly Hills membership and challenged everyone on the committee to recruit at least 1 new member this year. The recommendations for recruitment and retention included a larger presence on social media and a mask campaign.
 - Gabriella Yap discussed the Next Beverly branded masks.
 - Derrick Ontiveros discussed working with the City's Community Services Department on a series of outdoor movie events (COVID-19 safe).

4) New Business

- a. Subcommittee Leadership (Marketing, Membership, Events, Next Night, Incubator, Coding Bootcamp)**
 - Mayor Lester Friedman noted the importance of completing the census. Federal funding for the state and region is dependent on accurate reporting of numbers.
 - Councilmember Julian Gold remarked about having more publicity for all the work Next Beverly Hills accomplishes, possibly in the newspaper.
 - Tiffany Davis discussed press releases for the committee.
 - Joel Hile discussed a mask campaign as a social media campaign.
 - Tiffany Davis discussed the collaboration between the Next Beverly Hills Incubator and the Chamber of Commerce's Back to Business event.
 - Tiffany Davis re-introduced Marc Cowan.
 - Noah Etessami discussed filming the Next Beverly Hills Incubator Demo Day. The preliminary date is set for September 16th at 3:00 PM.
 - This will include a prerecorded event on September 16th where two companies will present their startup ideas to a panel of experts as a way to practice for future pitches.
 - Bradley Cook discussed coding bootcamp registration and how to make it more public and market it.
 - Kipton Cronkite discussed working with the City's Community Services Department on a series of outdoor movie experiences for this fall.
 - Allison Adams remarked on Next Night last year and in the future.
 - Noelle Freeman suggested a drive through event.
 - Councilmember Gold and Deputy City Manager Gabriella Yap remarked on the importance of details/parameters.
- b. Next Gen Voice: Transportation and mobility**
 - Councilmember Julian Gold mentioned the importance of identifying the voice of Next Beverly Hills and what the committee envisions for the project, rather than a City-wide viewpoint.
 - It was discussed to create a Next Beverly Hills survey to capture a unified voice for the committee which would include questions from the City's survey as well as other questions.

- Derrick Ontiveros remarked that this is a way for the City to talk about complete streets and bike/pedestrian accessibility both within and outside of residential areas.
 - Derrick Ontiveros, Noelle Freeman and Noah Etesami discussed transportation preferences, and how this will be affected by the metro.
 - Noelle Freeman discussed the marketing and branding of Connect Beverly Hills and Complete Streets.
 - Jessie Holzer, Transportation Planner, commented that this is an urban design project to put standards in place for pedestrian amenities and to connect the City through streetscape plans and increase the level of walkability in the City and near the subways.
 - Kory Klem discussed options regarding Connect Beverly Hills and the Complete Streets project, including budget/timing.
 - Todd Johnson discussed the Chamber of Commerce and Cedars-Sinai Blood Drive on September 18 and 19, 2020 at the Chamber of Commerce. This event will include a free COVID-19 test and a free COVID-19 antibody test.
- c. Open Discussion (Share interesting next gen-related info, events, invites, and ideas)**
- Noelle Freeman introduced the suggestion of utilizing other streaming technology such as YouTube or Roku for broadcasting City meetings.
 - Councilmember Julian Gold stated that Chief Information Officer David Schirmer is investigating alternate technologies.

5) Adjournment

The upcoming Next Beverly Hills Committee is scheduled for September 17, 2020. (Committee meetings typically take on the 3rd Thursday of each month at 6:00pm).

- Date / Time: August 20, 2020 / 7:09 PM