



**BEVERLY HILLS CITY COUNCIL LIAISON/  
SMALL BUSINESS ASSISTANCE TASK FORCE  
COMMITTEE**

**SPECIAL MEETING HIGHLIGHTS**

**Beverly Hills Chamber of  
Commerce**  
9400 Santa Monica Blvd.,  
2<sup>nd</sup> Floor Boardroom  
Beverly Hills, CA  
90210

June 26, 2019  
8:30 AM

**MEETING CALLED TO ORDER**

Date/Time: June 26, 2019 / 8:34 AM

**ATTENDANCE**

City Officials: Lester Friedman, Vice-Mayor; George Chavez, City Manager;  
City Staff: Laura Biery, Marketing and Economic Sustainability Manager

Chamber Staff: Todd Johnson, President and CEO; Blair Schlecter, VP of Economic Development and Government Affairs

Task Force Members: Susan Andriacchi, Massage Envy Beverly Hills; Shawn Saeedian, Beverly Hills Market and Deli; James Anderton, West; Chris Bonbright, Gratitude Beverly Hills; David Laredo, The Nosh; Babette Beja Savone, Umberto, Umberto Savone, Umberto; Sabaa Kamal, Kamal Beverly Hills.

Guests: Houman Mahboubi, JLL

**1. Public Comment**

None.

## **2. Welcome, Introductions and Purpose of the Task Force**

Each attendee introduced themselves.

The purpose of the Task Force is to attract and retain small businesses in Beverly Hills and to continue to ensure that Beverly Hills provides a favorable business climate for small business.

## **3. Recap of Last Meeting**

Blair Schlecter provided a brief recap of the last meeting.

## **4. Development of Recommendations**

The Task Force discussed that the purpose of today's meeting is to develop recommendations in several areas, including parking, street-front beautification, signage/permitting, foot traffic and small business programming, that can then be taken to the City Council for review. The group recapped the past discussions on these issues which has taken place at meetings over the past several months.

The Task Force had a discussion of a number of ideas and recommendations regarding parking and street front beautification. Regarding parking, the Task Force recommended that (1) the City study and look at potentially modifying or lowering parking requirements depending on the findings; and (2) the City conduct a parking utilization study and explore the option of shared valet zones and loading zones for ride-hailing services.

Regarding street front beautification, the Task Force recommendations are to: (1) develop a vacant storefront beautification program; (2) develop a sidewalk cleaning education program; and (3) develop a landscaping master plan for the City.

The Task Force will address the other topics on the agenda at the next meeting.

## **5. Adjournment**

The next meeting is scheduled for July 24, 2019 at 8:30am at the Chamber of Commerce.

Date / Time: June 26, 2019 / 9:34 AM

Small Business Task Force Committee Special Meeting Highlights June 26, 2019