



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

**Beverly Hills City Council Liaison / Rodeo Drive / Special Events /
Holiday Program Committee:**

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
<https://beverlyhills-orq.zoom.us/my/committee>

Meeting ID: 516 191 2424

Passcode: 90210

You can also dial in by phone:

+1 669 900 9128 US

+1 833 548 0282 (Toll-Free)

MEETING HIGHLIGHTS

Monday, September 27, 2021
4:00 PM

MEETING CALLED TO ORDER

Date / Time: September 27, 2021 / 4:01 PM

IN ATTENDANCE: Mayor Bob Wunderlich; Vice Mayor Lili Bosse; Nancy Hunt-Coffey, Assistant City Manager; Gabriella Yap, Deputy City Manager; Shana Epstein, Director of Public Works; Keith Sterling, Chief Communications Officer; Laura Biery, Marketing and Economic Sustainability Manager; Teresa Revis, Associate Project Manager; Cindy Owens, Policy and Management Analyst; Josh Morgerman, SymbLaze; Bianca Heyward, Beverly Hills Courier; Lisa Karson, Executive Assistant.

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) Review and Selection of Citywide Holiday Streetpole Banner Designs

- The following Streetpole Banner Design options were presented for review by the Liaisons for the 2021 Holiday Season:
 - Concept A: Gifts from the City - Wrapped presents from the City, with love



- Concept B: Pop Art - Boldest, most vibrant, most assertive options



- Concept C: Warm & Cozy – The most traditional of the set



- Concept D: Surrealist - Most experimental, least conventional of the set



- The Liaisons recommended Concept A for the Streetpole Banner Design for the 2021 Holiday Season;
- Mayor Wunderlich requested the font utilized for the Concept A design for the “XOXO” text be modified to make the “O” look less like a “G”; the designers agreed to make the change for the presentation to the City Council.
- The Liaisons also agreed to recommend that the preferred Concept A be utilized for 3 holiday seasons (2021, 2022, and 2023).
- This item will be brought before the full City Council at the City Council meeting on 10/12 for approval.

ADJOURNMENT

Date / Time:

September 27, 2021 / 4:22 PM