



Beverly Hills City Council Liaison / Next Beverly Hills Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY HALL
Municipal Gallery
455 North Rexford Drive
Beverly Hills, CA 90210**

**Tuesday, September 25, 2018
8:00 AM**

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item not listed on the agenda.
- 2) Welcome
 - a. Self-Introductions of Guests and New Members
 - 1. a) Full name, b) Occupation, c) Beverly Hills connection, d) Next Beverly Hills interest, e) How did you hear about us?
 - b. Opening Announcements
- 3) Current Business
 - a. Initiative Subcommittees Updates:
 - 1. Next Night
 - 2. Next Beverly Hills Incubator
 - 3. North Canon Wall Mural Art
 - 4. Next Gen Housing
 - 5. Mayor's Initiatives Collaborations
 - b. Standing Subcommittees Updates:
 - 1. Marketing Subcommittee
 - 2. Events Subcommittee
 - c. Community Liaisons Reports
 - d. Next Beverly Hills Annual Report to City Council on October 9
- 4) New Business
 - a. Pitch (New initiative proposals)
 - b. Tell (Share interesting next gen-related info and events)
 - c. Next Meeting: October 30, 2018 at 8:00am-9:30am (Next Beverly Hills Committee meetings take place on the 4th Tuesday of each month at 8:00-9:30am at City Hall)
- 5) Adjournment


Byron Pope, City Clerk

Posted: September 20, 2018

Next Beverly Hills is a committee of talented local leaders chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic, and civic needs, and to inspire them to make Beverly Hills a better place for all.



In accordance with the Americans with Disabilities Act, the Municipal Gallery is wheelchair accessible and is equipped with audio equipment for the hearing impaired. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.



Next Beverly Hills Committee Overview

Committee name: Next Beverly Hills

Tagline: Shaping our city's future together™

Designation: An official City of Beverly Hills committee chartered by the Mayor and City Council

Founding: May 2015 by then Mayor Julian Gold

City Council Liaisons: Mayor Julian Gold and Councilmember Bob Wunderlich

City Staff Liaisons: Pamela Mottice-Muller and Michael George

Elected Leadership: Jon Gluck (Chair) and Kaveh Farshad (Vice Chair)

Meetings: Open to public, monthly, every fourth Tuesday, at 8:00am-9:30am, at Beverly Hills City Hall (front desk will direct you).

Membership: Open to residents and non-residents of all ages who are passionate about NBH's mission.

Mission:

Next Beverly Hills ("NBH") is a committee of talented next generation leaders chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic, and civic needs, and to inspire them to make Beverly Hills a better place for all.

Turn me over for more info

2018 Priority Areas:

1. Next Gen Arts
2. Next Gen Events
3. Next Gen Housing
4. City Communications Collaboration
5. Mayor's Initiatives Collaboration

Organizational structure:

- **Next Beverly Hills Committee** - The full Next Beverly Hills committee.
- **Subcommittees** - Member-driven teams carrying out NBH's work.
- **Priority Areas** - Areas of focus voted on by the full committee on an annual basis to guide NBH's work.
- **Initiatives** - Projects within NBH's Priority Areas that the Committee votes to undertake and forms a Subcommittee to carry out.

Official partners:

- Beverly Hills Chamber of Commerce
- Beverly Hills Conference & Visitors Bureau

Website: BeverlyHills.org/Next

Social media:

- **Channels:** @NextBeverlyHills on Facebook and Instagram; @NextBevHills on Twitter
- **Primary hashtag:** #NextBeverlyHills
- **Secondary hashtags:** #nextgen #nextgeneration #lovebevhills #beverlyhills #90210

Contact info:

- **Chair:** Jon Gluck - Jon@JonGluck.com
- **Vice Chair:** Kaveh Farshad - KFar@ScoreParkingNow.com
- **City Staff Liaison:** Michael George - MGeorge@BeverlyHills.org

If you're interested in becoming a member of Next Beverly Hills, please email Michael George at MGeorge@BeverlyHills.org



Next Beverly Hills Incubator

An official initiative of the Next Beverly Hills Committee

Initiative Overview

- Initiative Name:** Next Beverly Hills Incubator (NBHI)
- Tagline:** Empowering local entrepreneurs to startup and thrive™
- Initiative Of:** Next Beverly Hills Committee (NBH), an official City of Beverly Hills Committee
- Established:** February 2018, adopted as an official initiative by unanimous Committee vote
- Initiative Co-Chairs:** Next Beverly Hills Committee members Bradley Cook and Tal Navarro
- Initiative Team:** Various members of the Next Beverly Hills Committee, and other locals
- City Staff Leads:** Pamela Mottice-Muller and Michael George

Mission:

The Next Beverly Hills Incubator seeks to cultivate the next generation of entrepreneurship in Beverly Hills.

Description:

The Next Beverly Hills Incubator is a public service designed to stimulate the business environment in Beverly Hills and help local entrepreneurs develop and “incubate” their business ideas. It seeks to cultivate a community and culture of entrepreneurship in Beverly Hills by offering, as a public service, free entrepreneurship workshops for Beverly Hills residents and businesses as well as those interested in becoming residents of and starting businesses in Beverly Hills. The specific curriculum is facilitated by volunteer local next gen entrepreneurs and consists of a sequence of structured workshops that guide participants through the business startup process.

Target Audience:

Aspiring and current entrepreneurs of all ages and experience levels who are either current or potential residents of Beverly Hills. Current residents are given priority and emphasis in recruitment efforts.

Participation Process:

1. Online application submittal
2. Application review and approval by Initiative Co-Chairs and their Selection Committee
3. Cohort of selected entrepreneurs participate in a series of workshops once per week for four weeks
4. Cohort becomes NBHI graduates at the finale of the four-week workshop series

Program:

- Each workshop is conducted at Beverly Hills-based co-working space Dots Workspace at 113 N. San Vicente Blvd., which generously donates its space to NBHI
- Each entrepreneur develops their business plan through a series of "Business Model Canvas" activities
- Each business plan consists of the business's unique value proposition, mission, target customers, pitch deck, and more

City Support:

- Advertising of program
- Printing of program books
- Printing of workshop handouts and materials, as needed
- Snacks and refreshments
- Basic office supplies
- Funded through City's FY 2018-19 program budget for Business Development activities

Cohorts:**Completed:**

- Cohort #1 – April 2018
- Cohort #2 – July 2018

Upcoming:

- Cohort #3 – October 2018

Marketing:

NBHI utilizes the City's and NBH's various marketing channels, including:

- @NextBeverlyHills on Facebook and Instagram
- Printed flyers in public facilities
- Print and online ads
- Marketing channels of NBH's official partners Beverly Hills Chamber and Beverly Hills CVB

Contact: City Manager's Office – (310) 285-2454

Next Beverly Hills Committee
 2018 Teams List
 Last revised on: August 27, 2018

NOTE: If you're a new member interested in joining one or more of these teams, please contact NBH Chair, Jon Gluck, and Vice Chair, Kaveh Farshad

INITIATIVE SUBCOMMITTEES				STANDING SUBCOMMITTEES		
Next Night 2018	Next Gen Housing	Next Beverly Hills Incubator	Community Liaisons	Mural Art on N. Canon Wall	Marketing	Events
Leadership: Cory Charlupski <i>Chair</i> Boomer Welles <i>Block Businesses Chair</i> <i>ibid</i> <i>Entertainment Chair</i> Allison Adams <i>Vendors Chair</i> Marketing by NBH Marketing Subcomm. Members: Derrick Ontiveros Ben Reiss	Leadership: Alex Pollin <i>Chair</i> Members: Woody Clark Mark Elliot Rebecca Pynoos	Leadership: Bradley Cook <i>Co-Chair</i> Tal Navarro <i>Co-Chair</i> Members: David Ali Derrick Ontiveros Liat Portal	Arts & Culture Co-Liaisons: Joel Hile Jamie Ross Business Liaison: Ben Reiss Charitable Liaison: Bradley Cook Education Liaison: Alex Pollin Health & Safety Liaison: Sharona Nazarian Heritage Liaison: Woody Clark Mayor's Strategic Planning Committee Liaison: Tiffany Saidnia Mobility Liaison: Mark Elliot Parks & Recreation Liaison: <i>open</i> Planning Co-Liaisons: Irma Hopkins Tiffany Saidnia Public Works Liaison: Steve Weinglass Technology Co-Liaisons: Kory Klem Derrick Ontiveros	Leadership: Kory Klem <i>Co-Chair</i> Jamie Ross <i>Co-Chair</i> Members: <i>ibid</i>	Leadership: Noelle Freeman <i>Chair</i> Ariana Escalante <i>Social Media Chair</i> Members: Henry Alfano Lauren Escobar Irma Hopkins Tal Navarro	Leadership: Kipton Cronkite <i>Chair</i> Members: <i>ibid</i>