



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
4th Floor Conference Room A

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

MEETING HIGHLIGHTS

Tuesday, November 26, 2019
5:00 PM

MEETING CALLED TO ORDER

Date / Time: November 26, 2019 / 5:02PM

IN ATTENDANCE: Mayor John Mirisch, Councilmember Lili Bosse, Assistant City Manager Nancy Hunt-Coffey, Police Chief Sandra Spagnoli, Fire Chief Greg Barton, Deputy Fire Chief Joseph Matsch, Capt. Mark Miner, Director of Emergency Management, Resilience, and Recovery Pamela Mottice-Muller, Sgt. Blake Nance, Marketing and Economic Sustainability Manager Laura Biery, Special Events and Filming Coordinator Magdalena Davis, Administrative Intern Luis Gonzalez, Cara Kleinhaut (AgenC), Cory Kaaukai (AgenC), Jovanca Maitland (Essence), Haydn Wright (Essence), Adora Manalo (Beverly Wilshire), Annette Zeller (Beverly Wilshire), Mark Anderson (Beverly Wilshire), Gary Levitt (Sequoia Productions), Heather Kenney (Sequoia Productions), Jeremy Dicker (Australian Consulate), Erin Gray (Australian Consulate), Phil Savenick

1) Public Comment

Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

- Public Member Phil Savenick provided comment and concern regarding the impact to the surrounding neighborhood of the proposed alleyway closures behind the Beverly Wilshire Hotel.

2) Request from the Australian Consulate for a Road Closure for G'Day USA Gala at the Beverly Wilshire Hotel on January 25, 2020

- Presentation by the Australian Consulate and Sequoia Productions was as follows:
 - The G'Day USA Gala is an event to celebrate US-Australian relations.
 - The event was originally hosted in Beverly Hills and increases in attendance led G'Day USA to search for larger venues outside of the City. G'Day USA would like to return to Beverly Hills with the addition of the alleyway closure.
 - The Alleyway will be used for VIP guests totaling 100-150; no more than 20-30 vehicles total.
 - The Gala would use the existing hotel valet service and non-valet vehicles, town cars, and rideshare would use the curbside to help limit impact to the neighborhood.

- Estimated minimal impact to the neighborhood by using the “metered lanes” for no more than 2 hours.
 - Liaisons recommended approval of the event with the following:
 - City staff to review and approve a traffic plan for the entrance and exit of the event.
 - Signs to be put up for “local access only” into the neighborhood to lessen the impact to the area.
- 3) Request from ESSENCE Communication, Inc. for a Road Closure for Black Women in Hollywood Awards at the Beverly Wilshire Hotel on February 6, 2020**
- Presentation by ESSENCE Communications Inc. and AgenC was as follows:
 - ESSENCE Black Women in Hollywood Awards is the premier event focused on the success of black women in the entertainment industry.
 - ESSENCE has held the event at the hotel since 2014.
 - ESSENCE would like to close the alleyway behind the Beverly Wilshire to accommodate their growing number of attendees and keep the event within City limits.
 - The anticipated impact to the area is expected to last no more than 2 hours.
 - The expected attendance of the event is 300 attendees.
 - ESSENCE can provide directions to their car sponsor and guests.
 - Liaisons recommended approval of the event with the following:
 - Signs to be put up for “local access only” into the neighborhood to lessen the impact to the area.
 - ESSENCE will work with City staff to develop a traffic control plan.
 - Estimated minimal impact to the neighborhood by using the “metered lanes” for no more than 2 hours.
- 4) Upcoming 2020 Event Highlights**
- Golden Globes 2020 on Sunday, January 5, 2020
 - Event layout and timing will be the same as last year.
 - Golden Globes will be presented as a C Item at the December 17, 2019 Council meeting.
 - Vanity Fair 2020 on Sunday, February 9, 2020
 - Event was previously approved by the City Council for three-year term including 2020.
 - Vanity Fair will be presented as a C item at the December 17, 2019 council meeting instead of the proposed December 10, 2019 Council meeting.
 - Los Angeles Marathon 2020 on Sunday, March 8, 2020
 - No changes to timing, route, or closures.
 - LA Marathon to be presented at a liaison meeting to be scheduled in December.
 - LA Marathon to be presented as a C Item at the January 9, 2020 Council meeting.
 - City Council Reorganization Ceremony 2020 at the April 6, 2020
 - Public invitation and details to be announced at a later City Council formal session.

Beverly Hills City Council Liaison / CVB / Marketing Committee and the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee
November 26, 2019
Meeting Highlights

ADJOURNMENT

Date / Time: November 26, 2019 / 5:48PM