



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

SPECIAL MEETING HIGHLIGHTS

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

July 24, 2019
8:30 AM

MEETING CALLED TO ORDER

Date/Time: July 24, 2019 / 8:33 AM

ATTENDANCE

City Officials: Lester Friedman, Vice-Mayor; Julian Gold, M.D., Councilmember

City Staff: Nancy Hunt-Coffey, Assistant City Manager; Shana Epstein, Director of Public Works; Laura Biery, Marketing and Economic Sustainability Manager; Timmi Tway, Senior Planner; Jessie Holzer, Transportation Planner, City of Beverly Hills

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 Saedian, Beverly Hills Market and Deli; James Anderton, West; David Laredo, The Nosh; Sabaa Kamal, Kamal Beverly Hills, Jeff Tilem, Pioneer Hardware.

Guests: David Mirharooni, Brickstar Capital

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, including recommendations made by the Task Force regarding Parking and Street-front Beautification.

4. Development of Recommendations

The Task Force discussed that the purpose of today's meeting is to finish the development of recommendations in several areas, including 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 signage/permitting and foot traffic. In addition to the prior recommendations developed at last month's meeting, the Task Force recommended that that the City: (1) develop an incentive program for existing business owners to update their storefront signage, (2) extend the law allowing "Leased" signs to remain on storefronts for additional time and create a template for businesses to display that they are "Coming Soon", (3) create a business concierge program to help businesses navigate permitting and related requirements; and (4) create signage standard for template wall or projecting signs that can be approved at City staff level.

The Liaisons also recommended that the recommendations from the Task Force be shared with other business groups in the community prior to being presented to the City Council.

5. Adjournment

The next meeting date is TBD.

Date /Time: July 24, 2019 / 9:42 AM