



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

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

**MEETING HIGHLIGHTS**

Wednesday, September 12, 2018  
3:00 PM

**MEETING CALLED TO ORDER**

Date / Time: September 12, 2018 / 3:14 PM

**IN ATTENDANCE:** Mayor Julian Gold, Councilmember Lili Bosse, Assistant City Manager George Chavez, Director of Community Services Nancy Hunt-Coffey, Assistant Director of Community Services Pam Shinault, Community Outreach Manager Huma Ahmed, Marketing and Economic Sustainability Manager Laura Biery, Recreation Services Manager Kristin Buhagiar, Venue Coordinator Sara Scrimshaw, Executive Assistant Gabrielle Ressa, Alex Beetz (RDC/AGENC), Kathy Gohari (RDC), Cara Kleinhaut (RDC/AGENC), Dana Pusateri (RDC/AGENC), Ashley Quammen (RDC/AGENC), Rabbi Simcha Green, Sharon Persovski (Resident), Angella Johnson-Peters (Beverly Hills International Music Festival), Bill Wiley (Two Rodeo/CVB), Laurence Wiener (City Attorney – On Conference Phone)

**1) Public Comment**

Members of the public will be given the opportunity to directly address the Committee on any item, not on the agenda.

Speakers: Sharon Persovski, Beverly Hills resident, spoke regarding a potential public art installation project. Mayor Julian Gold advised Ms. Persovski to address the Council liaisons at a future date with a detailed plan and budget for the proposed installation.

**2) Request by the Beverly Hills International Music Festival to use Greystone Mansion for an additional Concert and Fundraiser with a Request for a Waiver of City fees.**

- Presentation from Angella Johnson-Peters, from the Beverly Hills International Music Festival and Nancy Hunt-Coffey, Director of Community Services.
- Requested to use Greystone Mansion for an event with the City, have the City fees waived, and donate a small portion of the profits to the Friends of Greystone.
- If fees were waived for this event, they would have to be waived for all for-profit events. Mayor Julian Gold advised Ms. Johnson-Peters to return at a future date with a detailed plan of how profits would be split between the Music Festival and the City. The liaisons denied the request, based on the current proposal.

### **3) Proposals for BOLD Holiday 2018 Programming and Décor from the City of Beverly Hills and Rodeo Drive Committee**

- Every year, the City sponsors a signature holiday program designed to celebrate the season and attract visitors to shop, dine, and stay in Beverly Hills. This includes décor, music on City speakers, and a holiday concert. The budget has been approved within the RDC annual work plan for fiscal year 2018-2019.
- The RDC submitted a marketing and design proposal for the holiday decor.
  - Mayor Julian Gold and Councilmember Lili Bosse directed that the proposal be revised.
  - A new Peace tree proposal, snow globe art installations, and hanging star light ideas were approved.
  - For the launch night, there was discussion regarding the concert, fireworks, the length of the music, and stage design.
- Throughout the holiday season, there will be ongoing programming.
  - Approved ideas include: audio music on Rodeo Drive, floral designs, ice sculpting, live ballerinas and a Peace Wall.
  - Dawn McCoy, a digital influencer, will be utilized for PR programming, for the launch event.
  - The Council Liaisons requested new influencers be included for the program.
- Holiday Lighting on November 15, 2018
  - Discussion involved a champagne garden and a snow (ball) pit.
- Rabbi Simcha Green proposed having the City fund specific Hanukkah related events.
- The City Attorney has advised that religious programming cannot be City funded.
- Cultural elements of Hanukkah program can be a part of the City's overall winter holiday program.
- The City shared specific new and existing Hanukkah events and décor for this Holiday season including:
  - Library holiday book display that would include other winter, non-religious themes such as Christmas and Yalda (Persian Winter Solstice), senior holiday lunch including Kosher options, invite Kosher food trucks, DJ to play cultural music, BOLD banners to include Menorah (and Christmas Tree), blue and white décor, Hanukkah concert at Roxbury Park, and a City-owned Menorah (and Christmas Tree) at a City park.
  - The City Council Liaisons approved the City proposal. The report would be presented to the City Council on September 17, 2018.

### **ADJOURNMENT**

Date / Time: September 12, 2018 / 4:35 PM