



CITY OF BEVERLY HILLS

455 N. Rexford Drive
Beverly Hills, CA 90210
Municipal Gallery

**Rodeo Drive/Special Events/Holiday Program Committee and the
Beverly Hills City Council Liaison / Joint Special Meeting of the
Beverly Hills Chamber of Commerce Committee**

SPECIAL MEETING HIGHLIGHTS

May 18, 2022

4:00 PM

MEETING CALLED TO ORDER

Date / Time: May 18, 2022 / 4:00 PM

IN ATTENDANCE: Mayor Lili Bosse; Councilmember Bob Wunderlich; Assistant City Manager Nancy Hunt-Coffey; Marketing & Economic Sustainability Manager Laura Biery; Special Events and Filming Coordinator Magdalena Davis; Director of Public Works Shana Epstein; Director of Community Services Jenny Rogers; Policy and Management Analyst Cindy Owens; Chief Communications Officer Keith Sterling; Director of Finance Jeff Muir; Beverly Hills Chamber of Commerce - Todd Johnson; Beverly Hills Chamber of Commerce - Alex Anderson; Beverly Hills Chamber of Commerce – Greg Safain; Beverly Hills Chamber of Commerce - Blair Schlecter; Beverly Hills Conference & Visitors Bureau - Julie Wagner; Beverly Hills Conference & Visitors Bureau – Linda Briskman; Rodeo Drive Committee - Kathy Gohari; Rodeo Drive Committee – Kay Stoval; BOLD LA – Juliane Kringe; CicLAvia – Tomel Pascual; J. Ben Bourgeois Productions, Inc. - Paul Marks; Resident David Gingold;

VIA ZOOM: Resident - Kory Klem; Resident - Mark Eliot; BOLD LA – Thaly Zollinger; LOVE Beverly Hills – Bob Bibeault

1) Public Comment

- a. Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.

Public comment was received from Mr. Mark Eliot read by Magdalena Davis.

Public comment was received from Mr. David Gingold.

Public comment was received from Mr. Kory Klem.

2) Proposed Fiscal Year 2022-2023 Rodeo Drive Committee Social Media and Website Funding Request

The Committee is in agreement and will bring the request to the full City Council of \$184,998 for FY 22/23, as well as the pilot program of social media signage.

3) Rodeo Drive Committee 2022 BOLD Summer Activation Proposal

The Committee is in agreement with the 2022 BOLD Summer Activation Proposal and will bring the request of \$296,954 to the full City Council on May 24th.

4) Discussion of CicLAvia Event Production Fee

Shana Epstein presented the annual bicycle “open street” event to take place in August 2022. There was discussion on how the production fee of \$300,000 would be paid and how the City would be impacted. Mayor Bosse stressed the need for additional due diligence before making a decision.

5) Proposed Fiscal Year 2022-2023 Beverly Hills Chamber of Commerce Workplan and 2022 BOLD Summer Marketing Initiative

The Liaisons are in full support of the Proposed Fiscal Year 2022-23 Beverly Hills Chamber of Commerce Workplan and the 2022 BOLD Summer Marketing Initiative.

A recommended funding breakdown would be that \$380,000 would come out of the Business Development fund and \$160,530 would come out of the TOT fund. Approximately \$13,200 of the Chamber’s Workplan funds would be reimbursable from METRO.

6) Future Agenda Items

None

7) Adjournment

ADJOURNMENT

Date / Time: May 18, 2022 / 6:30 PM