



CITY OF BEVERLY HILLS

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

Next Beverly Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, April 19, 2016
8:30 AM

MEETING CALLED TO ORDER

Date / Time: April 19, 2016 / 8:32 AM

IN ATTENDANCE: Mayor Mirisch, Councilmember Gold, City Manager Mahdi Aluzri, Marketing and Economic Sustainability Manager Megan Roach, Executive Assistant Adrienne Tarazon, Alexandra Polin, Johan Gyllenkrok, Sheena Tahilramani, Kory Klein, Ben Reiss, Blair Schlecter, Charisse Older, Todd Johnson, Jon Gluck, Paul O'Brien, Lauren Escobar, Wil Master, Jamie Ross, Sharona Nazarian, Ari Rashti, Erin Bailey, Timothea Tway, Kimberly Reiss, Ben Reiss, Boomer Welles, Jon Paul Puno, Ori Blumenfeld

1) PUBLIC COMMENT

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

Speakers: None.

2) Welcome

New Member Introductions –

- Kimberly Reiss from Beverly Hills Heritage was welcomed to the committee.

3) Old Business

a. Next Beverly Visioning/Branding Exercise

1. Committee Charter

- The Committee brand name was discussed and members narrowed down choices to three options for discussion and a vote at the next meeting:
 - Next Beverly
 - Next Gen BH
 - Next Beverly Hills
- Committee agreed to develop taglines to accompany Committee brand name options to present at next meeting.
- The draft Next Beverly Committee Charter was distributed for discussion. Majority agreed to change Current Priority Area #1 "Food and Entertainment" to "Lifestyle and

Entertainment.” Committee voted to adopt Charter and insert Committee brand name once it is voted on at the next meeting.

b. Next Beverly Launch Festival Initiative

1. Entertainment Subcommittee (moved to next meeting)
2. Marketing Subcommittee (moved to next meeting)
3. Vendors Subcommittee (moved to next meeting)

c. Housing White Paper Initiative

- Topics of interest were given to committee chairs to present to the committee as a whole.
- Committee estimates six months to develop draft white paper.

d. Next Beverly Branding Subcommittee

- Co-chair Gluck reported no further activity and once brand name is finalized, the logo would be revisited at a future meeting.

4) New Business

a. Pitch & Tell

- The 3rd annual Beverly Hills Tomorrow event hosted by the Beverly Hills Chamber of Commerce to be held at the Wallis on April 21, 2016.
- Kim Reiss suggested revisiting and renovating the original Beverly Hills Shield sign currently housed at the Public Works Services yard as an opportunity to market the City’s history to millennials.

b. New Segment: Special Guest

- Moved to next meeting.

c. Upcoming Meeting

- May 3 at 8:30 a.m.

ADJOURNMENT

Date / Time:

April 19, 2016 / 9:25 AM