



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

Beverly Hills City Council Liaison/CVB/Marketing Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Wednesday, May 10, 2017
3:00 PM

MEETING CALLED TO ORDER

Date / Time: May 10, 2017 / 3:00 PM

IN ATTENDANCE: Mayor Lili Bosse, Councilmember Bob Wunderlich, City Manager Mahdi Aluzri, Community Outreach Manager Huma Ahmed, Senior Management Analyst Cindy Owens, Bill Wiley (Rodeo Drive Committee), Cara Kleinhaut (AgenC), Todd Orlich (Montage), Todd Johnson (Beverly Hills Chamber of Commerce), Julie Wagner (Beverly Hills Conference and Visitors Bureau), Mr. Trot, Sam Kim, (2Rodeo).

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) Discuss the Business Open Later Days (B.O.L.D.) Initiative for August 2017

- Julie Wagner introduced the topic stating that in order for businesses to commit to staying open until 9 p.m. there needed to be content to attract consumers into Beverly Hills.
- Cara Kleinhaut provided an overview of the details for the summer BOLD initiative. She also highlighted the need towards creating an energy and vibe in the area. Items included: sidewalk stamps, in-store style sessions, Ride & Drive, music, street marketing, locations of program signage, food trucks and other refreshments and entertainment.
- As part of the discussion, discounted parking rates for City-owned structures were also addressed.
- Reviewed proposal for street closure on Rodeo Drive for the opening night.
- Proposed budget approximately \$800,000.
- Liaisons supported proposed BOLD initiative

ADJOURNMENT

Date / Time: May 10, 2017 / 4:00 PM