



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
2nd Floor Council Chambers
Beverly Hills, CA 90210

Strategic Planning Committee Meeting

HIGHLIGHTS

Thursday, May 10, 2018
5:00 PM

IN ATTENDANCE: Mayor Julian Gold, MD, Vice-Mayor John Mirisch, City Treasurer Howard Fisher, City Manager Mahdi Aluzri, Ori Blumenfeld, Noah Furie, Cultural Heritage Commission Chair, Former Planning Commissioner Craig Corman, Mark Elliott, Gabriel Frem, Planning Commission Chair Lori Greene Gordon, Steve Gordon, Sharon Iganarro, Steve Mahr, Health & Safety Commissioner Daniel Nazarian, Former Planning Commissioner Ann Ostroff, Former Councilmember Kathy Reims, Former Mayor Steve Webb, Director of Public Works Shana Epstein, Director of Community Services Nancy Hunt-Coffey, Health & Safety Commissioner Myra Lurie, , Director of Community Development Susan Healy Keene, Senior Management Analyst Cindy Owens

1) Public Comment

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

2) Introduction of Committee Members

3) Overview of Committee Goals

- Items Discussed included:
 - History of Rodeo Drive reviewed.
 - Focus of the Strategic Planning Committee is to re-define the City by preserving and enhancing the history of Beverly Hills, and planning for the 21st Century and beyond.
 - Areas of interest to address:
 - Consensus building between resident, merchants, and landowners.
 - Next Generation single-family housing in surrounding areas around subway that would support retail and commercial.
 - Community Outreach, focus groups (UCLA / USC students), researchers, etc.
 - Support independent merchants in the triangle.
 - Looking to bring a Facilitator on board.
 - Committee to do more proactive than reactive planning.
 - Success for this year is to create a structure so work can be done over time.

- Need to review existing plans for validity.
- Parallels and lessons learned from Charleston, SC for revitalization.
- Consider creating a cultural arts district.
- Consider how City can encourage stores to open later.
- Request by Committee to define a vision statement, mission statement and goals.

4) Future Meeting Schedule

- Strategic Planning Committee agreed to meet on the 1st and 3rd Thursdays for 1 ½ hours beginning at 5:00 p.m.

5) Roundtable

- Strategic Planning Committee is ultimate integrator of plans, such as complete streets, before the plans goes to the City Council.
- Request to walk areas, such as Brighton Way, to help plan for the area.

Adjourn

Time/Date

6:18pm / May 10, 2018