



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 17, 2018
5:00 PM

MEETING CALLED TO ORDER

Date / Time May 17, 2018 / 5:00pm

IN ATTENDANCE: Mayor Julian Gold, MD, Vice-Mayor John Mirisch, City Treasurer Howard Fisher, City Manager Mahdi Aluzri, Former Planning Commissioner Craig Corman, Mark Elliott, Gabriel Frem, Planning Commission Chair Lori Greene Gordon, Sharon Ignarro, Health & Safety Commissioner Daniel Nazarian, Former Planning Commissioner Ann Ostroff, Former Councilmember Kathy Reims, Director of Public Works Shana Epstein, Director of Community Services Nancy Hunt-Coffey, Deputy Director of Transportation Aaron Kunz, Health & Safety Commissioner Myra Lurie, 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.
 - Public comment on the benefits of shared workspace.

2) Vision Statement

- To preserve and enhance Beverly Hills as the foremost international City for quality of life, public safety and elevated luxury shopping, dining and hoteling.
- Request to add words such as vibrancy or experiential to vision statement.

3) Mission Statement

- The mission may be more appropriate to a specific area rather than to try to grasp the entire city.
- Commission discussed how to bring young people into Beverly Hills, what the messaging should be, the lack of vibrancy and youthful experience. They suggested this be a part of the branding efforts.
- One thought was to add the presence of the entertainment industry in Beverly Hills as a thread that runs through the final mission statement.
- Mayor requested Committee to take home a document and bring back mission statement ideas.

4) Define Commercial Areas

- Construct a list of what we would like to see in Beverly Hills such as:
 - Restaurants
 - Hotels
 - Professional
 - Art Galleries
 - Theaters
 - Co-work space
 - Technology – VR / AR
 - Experiential
 - Retail
 - Parking
- Committee worked on a map to define areas of focus for Strategic Planning.
- Staff to bring back map.

5) Follow Questions from Last Meeting

- No questions from audience.

6) Facilitator Discussion

- Proposals for facilitator are being reviewed.

7) Roundtable

- Request to look at map for common denominators (e.g. entertainment, retail, etc.)
- Request to build upon Small Business Taskforce successes.
- Aaron Kuntz provided a brief summary on completed street plans.
- Mentioned at last meeting and re-mentioned that a lot of things are happening simultaneously that should then be reviewed by this committee.

8) Adjourn

Date / Time

May 17, 2018 / 6:22pm