



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, June 7, 2017
4:00 PM

MEETING CALLED TO ORDER

Date / Time: June 7, 2017 / 4:09 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), Linda Briskman (Beverly Hills Conference and Visitors Bureau), Elliot Finkel (Beverly Hills Conference and Visitors Bureau), Julie Wagner (Beverly Hills Conference and Visitors Bureau), Sandy Murphy (Beverly Hills Conference and Visitors Bureau), Ben Trodd (Four Seasons)

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) Discussion of Beverly Hills Conference and Visitors Bureau (CVB) Work Plan/Budget for FY 2017/18

- Presentation by Julie Wagner
 - The hotels contribute to the City's Marketing/Tourism budget through Transient Occupancy Taxes (TOT).
 - Hoteliers at the meeting indicated that due to recent international and domestic political issues, they have observed a reduction in room reservations
 - A full economic study was requested, in addition to a strategic meeting with retail stores on how the City may help and to mitigate impacts from Metro construction.
- Bill Wiley stated Beverly Hills Conference and Visitors Bureau (CVB) has had an excellent rate of return on investments with a 50% revenue increase between
- FY 2011-12 to FY 2016-17.
- The liaisons approved \$4.003 million budget for CVB.
- There was a request by Mayor Bosse to see what other cities are doing for holiday events.

Beverly Hills City Council Liaison/ Rodeo Drive/Special Events/Holiday Program Committee
July 19, 2017
Special Meeting Highlights

ADJOURNMENT

Date / Time: June 7, 2017 / 5:21 PM