



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, July 19, 2018
5:00 PM

MEETING CALLED TO ORDER

Date / Time July 19, 2018 / 5:02PM

IN ATTENDANCE: Mayor Julian Gold, MD, Vice Mayor John Mirisch, City Treasurer Howard Fisher, City Manager Mahdi Aluzri, Facilitator Karen Orlansky, Senior Management Analyst Cindy Owens, Sharon Ignarro, Health & Safety Commissioner Daniel Nazarian, Health & Safety Commissioner Myra Lurie, Cultural Heritage Commissioner Noah Furie, Gabriel Frem, Craig Corman, Ori Blumenfeld

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.
 - Steve Mayer spoke on the Metro Memorandum of Agreement.

2) Rodeo Drive Committee

- Kathy Gohari, President of Rodeo Drive Committee (“RDC”), provided a brief overview of the RDC and vision for the future of the business triangle, specifically Rodeo Drive. Cara Kleinhaut, Founder and CEO of AgenC also provided information on summer BOLD (Businesses Open Later Days) events on Rodeo Drive.
- Committee members asked questions regarding attracting millennials to shop on Rodeo Drive.

3) Beverly Hills Chamber of Commerce

- Todd Johnson, President of Beverly Hills Chamber of Commerce (“Chamber”), provided a brief overview of the Chamber and vision for the future of the business triangle.
- Committee members asked questions and made suggestions regarding unique attractions to the City.

4) Beverly Hills Conference and Visitors Bureau

- Julie Wagner, CEO of Beverly Hills Conference and Visitors Bureau (“CVB”), provided a brief overview of the CVB and vision for the future of the business triangle. Corragio Group, a management consulting firm, also provided an overview of the process to create a Destination Development Plan for the City. The process is a joint venture between the City and the CVB.

- Committee members asked questions regarding local and international attractions to the City.
- The Committee asked all groups that presented to submit a report of their recommendations for the Committee to consider.

5) Agenda and Packet Posting

- Cindy Owens, Senior Management Analyst, polled the Committee about future agenda packets and posting 48 hours ahead instead of 72 hours. Committee members agreed to the 48 hours requirement.

6) Adjournment

Date / Time July 19, 2018 / 6:35PM