



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, October 18, 2018
5:00 PM

MEETING CALLED TO ORDER

Date / Time October 18, 2018 / 5:00PM

IN ATTENDANCE: Mayor Julian Gold, MD, Vice Mayor John Mirisch, City Treasurer Howard Fisher, City Manager Mahdi Aluzri, Facilitator Karen Orlansky, Marketing and Economic Sustainability Manager Laura Biery, Policy & Management Analyst Cindy Owens, Honorable Kathy Reims, Ori Blumenfeld, Gabriel Frem, Sharon Ignarro, Mark Elliot

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.
 - There was no public comment.

2) Developing Recommendations on the Business Triangle

- Ms. Orlansky provided a memo to the committee with summaries of Committee discussions with City staff, Business Triangle property owners, and Business Triangle merchants. The Committee was asked to discuss and prioritize recommendations for change and innovation in the Business Triangle to reach the Committee's mission and vision statements.
- The Committee was asked to discuss and generate possible recommendations for changes in the Business Triangle. The strategic issues to generate recommendations include incentives for customers to stay longer on/around Rodeo Drive, improved aesthetics of common areas on Rodeo Drive, and strategies to attract more customers.
- Summaries from the City, Landowner, and Merchant Panels were provided to the Committee.
- The Committee agreed to move the next regularly scheduled Strategic Planning Committee meeting from November 15, 2018 to November 13, 2018.
- Ms. Owens provided the Beverly Hills Conference and Visitors Bureau (CVB)'s, Beverly Hills Chamber of Commerce, and Rodeo Drive Committee work plans to the Committee for review.

3) Adjournment

Date / Time October 18, 2018 / 6:14PM