



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
4<sup>th</sup> Floor Conference Room A

**Beverly Hills City Council Liaison/CVB/Marketing Committee Meeting**

**SPECIAL MEETING HIGHLIGHTS**

Wednesday, June 6, 2018  
4:00 PM

**MEETING CALLED TO ORDER**

Date / Time: 4:00PM / June 6, 2018

**IN ATTENDANCE:** Mayor Julian Gold, MD, Councilmember Lili Bosse, City Manager Mahdi Aluzri, Julie Wagner (CVB), Bob Bieault (CVB), Sandy Murphy (CVB), Mary DeLaHoya (CVB), Linda Briskman (CVB), Eliot Finkel (CVB), Offer Nissenbaum (CVB), Steve Mayer, Director of Emergency Management, Resilience and Recovery Pamela Mottice Muller, Community Outreach Manager Huma Ahmed, Senior Management Analyst Cindy Owens, and Executive Assistant I Lisa Martinez-Karson

**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) Proposal from the Conference and Visitors Bureau for Scope of Work and Funding Request for Fiscal Year 2018-19**

Presentation by Julie Wagner:

- \$57 million in tourism-related taxes were generated last year.
- 7.4 million visitors generated \$2.6 billion per year, \$5.9 million per day.
- CVB hired a group sales executive to expand group revenue.
- In order for businesses to commit to staying open until 9 p.m. there needs to be content to attract consumers into Beverly Hills.
- CVB introduced new programs aimed at attracting tourism for FY 18-19. New program categories:
  - Event Marketing
    - Re-vamped Chinese New Year
  - Domestic Marketing
    - Hired Group Sales executive to promote more group sales
  - International Marketing
    - Asia
    - Middle East
    - Russia
  - Interactive
  - Research

- Visitor Services
- Collateral
- Requested \$4,857,835 which includes Winter B.O.L.D. funding for FY 18-19.
- Winter B.O.L.D. would include engaging Lightswitch (LED lighting vendor) for re-programming and replicating 2017 holidays.
- FY 18-19 Winter B.O.L.D requested to be funded by the Transient Occupancy Tax (TOT).

Staff requested the City Council liaisons review and provide recommendations for the work plan and funding request from the CVB.

- Council Recommended:
  - To approve the work plan and funding.
  - CVB requested \$150,000 for Metro Marketing. City Council Liaisons were not comfortable providing City Funding of \$150,000 for a Metro project. City Council Liaisons directed that the \$150,000 would be placed in a contingency fund while a process was worked out to use Metro funds. In the event Metro funding was not provided, then the CVB shall return to the Liaisons for approval for disbursement of funds to them and/or further direction.

## **ADJOURNMENT**

Date / Time: 5:00 PM / June 6, 2018