



**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, August 30, 2017  
2:00 PM

**MEETING CALLED TO ORDER**

Date / Time: August 30, 2017 / 2:05 PM

**IN ATTENDANCE:** Mayor Lili Bosse, Councilmember Bob Wunderlich, City Manager Mahdi Aluzri, Community Outreach Manager Huma Ahmed, Senior Management Analyst Cindy Owens, Julie Wagner (CVB), Bill Wiley (CVB and Two Rodeo), Linda Briskman (CVB), Robbie Anderson (Community Member)

**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) FY 2016/17 Approval of Carryover Requests**

- Presentation by Julie Wagner on the Conference and Visitors Bureau (CVB) FY 2016/17 budget variances and savings.
- Julie then presented a general budget for utilizing the savings for FY 17/18 programs and associated expenses
- She commented that the CVB is requesting to set aside fifty percent (50%) of the total cost for a Destination Master Plan. The CVB is working with the City to match the monetary amount as part of the Economic Sustainability Plan.
- Approved by the liaisons.

**3) Participation in the Beverly Hills Conference and Visitors Bureau Retreat**

- Presentation by Julie Wagner in regards to the CVB Retreat scheduled for December 13, 2017. An invitation was extended to both liaison members.

**ADJOURNMENT**

Date / Time: August 30, 2017 / 2:27 PM