



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, September 12, 2018
2:00 PM

MEETING CALLED TO ORDER

Date / Time: 2:03PM / September 12, 2018

IN ATTENDANCE: Mayor Julian Gold, MD, Councilmember Lili Bosse, Community Outreach Manager Huma Ahmed, Marketing and Economic Sustainability Manager Laura Biery, Julie Wagner (CVB), Bob Bieault (CVB), Linda Briskman (CVB), Eliot Finkel (CVB), and Executive Assistant Adrienne Tarazon

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) BOLD Holiday 2018 Programming and Additional Funding Proposal from the Beverly Hills Conference and Visitors Bureau; and Request from the Beverly Hills Conference and Visitors Bureau to Approve Carryover Funding from FY 2017-2018

Presentation by Julie Wagner:

- Report presented requested approval of a year-end carryover funding request from FY 2017-2018, request to review and provide direction on proposed BOLD Holiday 2018 program, and request to review funding proposal for additional holiday programming, lighting, and décor.
- There is \$373,331 remaining unspent funds from FY 2017-2018. \$77,198 was approved to use for Summer BOLD programming and another \$50,000 was approved by Council liaisons for International Projects. The CVB proposed to utilize the remaining \$246,133 for additional Summer BOLD programming, Holiday BOLD programming, international projects, group sales, hotel programing, tenant improvements, and advocacy.

Council liaisons Gold and Bosse asked questions about and discussed breakdown of funds. The carryover request was approved.

On July 24, 2018 City Council approved CVB's 2018 BOLD Holiday budget of \$517,000. The CVB proposed options for additional elements and programming for review and consideration by the Council Liaisons. The proposed options required supplementary funding above the approved FY 2018-2019 agreement. The information for the additional funding request included the following information:

- Additional funding for BOLD Holidays marketing, Alexa Meade art pop-up, Utopia storage, holiday design purchased/leased lighting décor, Thursday night programming (to be expanded from Friday and Saturday nights to include Thursday nights), and street spans for Canon Drive in 2019. The total additional FY 2018-2019 budget request is \$353,027 for a total budget of \$870,027.

Council liaisons Gold and Bosse asked questions and discussed the Alexa Meade art pop-up. The liaisons also discussed logistics of lighting locations and decorations.

Council liaisons approved additional funding request and staff will place the two items presented to a future formal City Council meeting consent agenda for formal approval.

ADJOURNMENT

Date / Time: 3:10 PM / September 12, 2018