



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
Virtual Meeting

**Next Beverly Hills Committee Meeting**

**MEETING HIGHLIGHTS**

Thursday, April 15, 2021  
6:00 PM

**MEETING CALLED TO ORDER**

Date / Time: April 15, 2021 / 6:01 PM

**IN ATTENDANCE:** Mayor Robert Wunderlich, Councilmember Julian A. Gold, M.D., Deputy City Manager Gabriella Yap, City Engineer Daren Grilley, Fire Chief Gregory Barton, Director of Public Works Shana Epstein, Director of Community Services Jenny Rogers, Director of Community Development Ryan Gohlich, Marketing and Economic Sustainability Manager Laura Biery, Management Analyst Gabrielle Ressa, Transportation Planner Jessie Holzer, Special Events and Filming Coordinator Magdalena Davis, Noelle Freeman, Tiffany Davis, Allison Adams, Henry Alfano, Bob Bibeault, Ori Blumenfeld, Jake Copeskey, Marc Cowan, Kipton Cronkite, Noah Etessami, Kaveh Farshad, Johan Gyllenkrok, Alex Herrarte, Joel Hile, Irma Hopkins, Todd Johnson, Kory Klem, Derrick Ontiveros, Alexandra Polin, Anjali Rajpal, Tiffany Saidnia, Charles Smith, Eliot Temple, Jessica Varone, Gilberto Vega, Alexander

**1) Public Comment**

Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: None

**2) Welcome & Introductions**

**a. Next Beverly Hills Chair Noelle Freeman and Vice Chair Tiffany Davis**

- Noelle Freeman and Tiffany Davis welcomed the group.

**b. Mayor Robert Wunderlich and Councilmember Julian A. Gold, M.D.**

- Mayor Robert Wunderlich and Councilmember Julian A. Gold, M.D. welcomed the group as the new liaisons for the year. Mayor Wunderlich remarked on the importance of Beverly Hills being multi-generational.

**c. Self-Introductions of Guests and Prospective New Members**

- Alexander introduced himself to the group.
- Eliot Temple introduced himself to the group.
- Marc Cowan introduced himself to the group.

**3) Current Business**

**a. Next Up – City announcements for the next generation**

**i. Just In Case, BH**

- Fire Chief Gregory Barton provided an overview of the Just In Case, BH program. Just In Case, BH brings residents, businesses, and all City services together by seamlessly assisting each other before, during and after emergencies through disaster preparedness, organizational

leadership, and communication. Just In Case, BH is a collaboration between community members (residential & business), and City personnel, such as the Fire & Police Departments.

- Todd Johnson remarked on the business community's involvement in Just In Case, BH.
- More information is available by visiting [www.beverlyhills.org/justincasebh](http://www.beverlyhills.org/justincasebh).

**b. Connect Beverly Hills**

- Jessie Holzer provided an update to the Committee on Connect Beverly Hills, which includes the streetscape plan, design standards, and a mobility hub plan.
- Councilmember Gold remarked on the importance of getting involved and providing feedback.
- More information is available by visiting <https://connect.beverlyhills.org/>.

**c. Subcommittee Updates**

- i. Next Gen Art** – Tiffany Davis took a moment to thank Kipton Cronkite; Art Subcommittee; Director of Community Services Jenny Rogers; and Deborah Frank and Stephanie Vahn with the Embrace & Celebrate Culture Initiative.

**1. "Visions of the Future"**

- Kipton Cronkite provided a presentation on a proposal to have a temporary art installation in the City.
- Mayor Wunderlich and Councilmember Gold expressed their support for the idea.

**4) New Business**

**a. Subcommittee Updates**

**i. Next Gen Civic Action**

- Tiffany Saidnia updated that the Committee's support letter for Open BH has been approved by the Committee. The next Civic Action topic is the Public Art Policy.

**ii. Business & Economic Impact**

- Todd Johnson invited the Committee to the Beverly Hills Back to Business Virtual Collaborative event on May 4, 2021. More information is available by visiting <https://www.beverlyhillschamber.com/>.
- Ori Blumenfeld and Noah Etessami updated on the progress of having the New Business Questionnaire on the website, as well as focusing on social media influencers in Beverly Hills.

**iii. Charity**

- Allison Adams identified TreePeople as the Committee's monthly charity organization.

**iv. Marketing**

- There was no update for this item.

**v. Events**

- Anjali Rajpal and Jake Copeskey mentioned a walking event around Beverly Hills to view landmarks in the City.

**b. Open Discussion (Share interesting next-gen related info, events, invites, and ideas)**

- There was no update for this item.

**5) Adjournment**

- a. The upcoming Next Beverly Hills Committee is scheduled for May 20, 2021 at 6:00 PM.**
- b. Starting June 17, 2021, meetings will start at 6:30 PM.**
  - Date / Time: April 15, 2021 / 6:55 PM