



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

Beverly Hills City Council Liaison / Branding and Licensing Committee

SPECIAL MEETING HIGHLIGHTS

Thursday, July 16, 2020

5:00 PM

MEETING CALLED TO ORDER

Date / Time: July 16, 2020 / 5:00PM

IN ATTENDANCE: Councilmember John Mirisch, Councilmember Lili Bosse, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Executive Assistant Adrienne Tarazon, Mikaela Grumbach, J.D - CMG Worldwide, Lisa Kelechava – Joy to the World Collectibles.

1) Public Comment

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

- No public comment received.

2) Request for Use of City Shield for a Holiday Ornament to be Sold at Gearys Beverly Hills

- The City received an inquiry about the use of the Beverly Hills Shield. Since the last City Council Liaison/Branding and Licensing meeting on June 10, 2019, Joy to the World Collectibles has requested to use the Beverly Hills Shield for a holiday ornament design. Joy to the World Collectibles expressed interest in moving forward with a licensing agreement.
- The request was referred to the City's branding and licensing consultant Mikaela Grumbach, J.D of CMG Worldwide. The City has contracted with CMG Worldwide since 2013.
- Joy to the World Collectibles specializes in handmade glass ornaments made in traditional European artisan styles. The Gearys holiday catalog will be photographed later this month and if the license is approved the ornaments would be included.
- Joy to the World Collectibles is interested in using the Beverly Hills shield and 90210 zip code on two separate ornaments. The licensing and royalties would only be collected on the Beverly Hills Shield ornament.
- The Council Liaisons reviewed and approved the proposal. The ornaments will be sold exclusively at Gearys Beverly Hills during the 2020 holiday season.
- The distribution plan only features Gearys as it would be sold exclusively at the Gearys Store in Beverly Hills located at 351 N. Beverly Drive.
 - Deal Points:
 - Permission fee: \$1,500
 - Term: 2 years
 - Royalty: 10% on wholesale or 6% on retail
 - Retail Price: \$60
- The Council Liaisons approved the request and recommended purchasing up to 100 ornaments for City Council to give as gifts to distinguished guests. These ornaments would not be resold.
- Staff was directed to finalize the agreement and move forward with presenting proposal to entire City Council for approval at the July 21st City Council meeting.

ADJOURNMENT

Date / Time: July 16, 2020 / 5:20 PM