



**Beverly Hills City Council Liaison/Rodeo Drive / Special Events/
CVB / Marketing Committee**

Special Meeting

**CITY OF BEVERLY HILLS
455 N. Rexford Drive
Municipal Gallery
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills City Council Liaison Meeting
<https://beverlyhills-org.zoom.us/my/committee>
Meeting ID: 516 191 2424
Passcode: 90210

**Wednesday, May 18, 2022
2:00 PM**

MEETING CALLED TO ORDER

Date / Time: May 18, 2022 / 2:01 PM

IN ATTENDANCE: Mayor Lili Bosse; Councilmember Bob Wunderlich; Assistant City Manager Nancy Hunt-Coffey; Marketing & Economic Sustainability Manager Laura Biery; Director of Community Services Jenny Rogers; Policy and Management Analyst Cindy Owens; Community Outreach Manager Stephanie Harris; Chief Communications Officer Keith Sterling; Director of Finance Jeff Muir; Special Events and Filming Coordinator Magdalena Davis; Beverly Hills Chamber of Commerce - Todd Johnson; Beverly Hills Conference & Visitors Bureau - Julie Wagner; Beverly Hills Conference & Visitors Bureau – Linda Briskman; Rodeo Drive Committee Kathy Gohari

VIA ZOOM: Two Rodeo Bill Wiley; L'Ermitage Hotel Scott Berger; Beverly Hilton Hotel Sandy Murphy; Beverly Wilshire Hotel Peter Humig; Beverly Hills Courier John Bendheim; Peninsula Hotel Offer Nissenbaum; Bob Biebault; Eliot Finkel

1) Public Comment

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

Bill Wiley provided comment on how optimistic he is that the Committee is back to marketing and especially marketing internationally. He is looking forward to the future.

2) Review of Fiscal Year 2021-2022 Marketing Initiatives and Campaign Results, Proposed Fiscal Year 2022-2023 Beverly Hills Conference and Visitors Bureau Work Plan, as well as the 2022 BOLD Summer Marketing plan

Julie Wagner presented a report on FY 21-22 BHCVB Initiatives, results, a proposed work plan for FY 22-23 and a report on the 2022 BOLD Summer Marketing plan.

The Liaisons supported the request to the full City Council on May 24, 2022 for \$4,229,470 funding for the work plan and for the BHCVB rent increase of an additional \$32,823.04 for a total of \$4,262,293.04.

Will also request \$150,000 from FY 20-21 unused TOT dollars for the newly designed 2022 BOLD Street Pole Banners.

3) Future Agenda Items

The RDC and CVB will be reconvene later in the year to discuss various projects and the upcoming RDC work plan for Fiscal Year 2022-2023.

ADJOURNMENT

Date / Time: May 18, 2022 / 2:10 PM