



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

Next Beverly Hills Committee Meeting

SPECIAL MEETING HIGHLIGHTS

Tuesday, September 25, 2018
8:00 AM

MEETING CALLED TO ORDER

Date / Time: September 25, 2018 / 8:03 AM

IN ATTENDANCE: Mayor Gold, Councilmember Wunderlich, Director Office of Resilience Pamela Mottice Muller, Management Analyst Michael George, Jon Gluck, Kaveh Farshad, Florence Klein, Alexia Klein, Rita Ortiz, James Nassios, Pilar Llorente, Ariana Escalante, Abigail Philbin, Gabriela Groth, Tiffany Saidnia, Kipton Cronkite, Derrick Ontiveros, David All, Cloe Hakakian, Pierre Patrick, Sharona R. Nazarian, Daniel Nazarian, Jamie Ross, Robert Bibeault, Elise Kimmel, Tal Navarro, L Lawson, Noelle Freeman, Alex Polin, Florence Klein, Ben Reiss, Erin Schneider, Alexander Assil, Steve Weinglass, and Gus Klein.

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) Welcome

a. Self-Introductions of Guests and New Members

- Pilar Llorente, CEO of Kukka Jewelry (second meeting)
- Pierre Patrick, resident and talent manager (second meeting)
- Cloe Hakakian, artist and muralist (first meeting)
- James Nassios, business owner (first meeting)

b. Opening Announcements

- Chair Jon Gluck introduced the Committee to the newcomers and reviewed the group's mission to serve the young adult demographic of Beverly Hills residents.

3) Current Business

a. Initiative Subcommittees Updates:

1. Next Night

- Committee Chair Jon Gluck shared the attendance metrics from Next Night 2018.
- Marketing Chair Noelle Freeman provided an update on marketing and outreach for Next Night.

2. Next Beverly Hills Incubator

- The Committee received an update on the Next Beverly Hills Incubator, which will begin promoting for the November program in mid-October.
- The purpose of the Incubator is to stimulate the entrepreneurial environment in the City and develop reciprocity throughout the business community in Beverly Hills.

3. North Canon Wall Mural Art

- Mural Art on N. Canon Wall Initiative Subcommittee Co-Chair Jamie Ross shared background information on the initiative to support art on the wall near the Section 2 construction site.

4. Next Gen Housing

- Next Gen Housing Initiative Subcommittee Chair Alex Polin provided an update regarding their plans to join with the Next Beverly Hills Incubator to discuss potential ideas related to housing in the City.
- Alex Polin shared the project is still under development.

5. Mayor's Initiatives Collaborations

- Mayor's Strategic Planning Committee Liaison Tiffany Saidnia provided an update on the Mayor's Strategic Planning Committee, sharing that the group had discussed the development of discrete and actionable tasks for various areas of the City with a focus on the area around the future subway station.

b. Standing Committees Updates:

1. Marketing Committee

- Marketing Subcommittee Chair Noelle Freeman shared an update on the marketing activities of the Committee and encouraged members to sign up to be featured on the social media accounts.
- Social Media Chair Ariana Escalante shared an update on the success of the Committee's Instagram account, which had gathered 5,000 followers at the time of the meeting.

2. Events Subcommittee

- Events Subcommittee Chair Kipton Cronkite gave an update on potential events to be scheduled for the holidays. Mayor Gold recommend Kipton to contact the Chamber of Commerce and Conference and Visitors Bureau to collaborate on potential event ideas.

c. Community Liaisons Reports

- Public Works Liaison Steve Weinglass informed the Committee of the ongoing process for updating La Cienega Park and the public outreach efforts that are currently underway.
- Mayor Gold discussed background on the Clean Power Alliance and how the City could potentially have an increased share of its energy come from renewable sources.

- Councilmember Wunderlich informed the Committee on the details of the current ballot initiative to increase taxes for capturing storm water.
- Next Gen Housing Initiative Subcommittee Member and Mobility Liaison Mark Elliot gave an update on the recently paved bicycle lanes on N. Santa Monica Blvd and mentioned the City's Complete Streets project.

d. Next Beverly Hills Annual Report to City Council on October 9

- Committee Chair Jon Gluck gave a basic overview of the City Council presentation scheduled for October 9.

4) New Business

a. Pitch (New initiative proposals)

1. None.

b. Tell (Share interesting and relevant next-gen related info and events)

- Committee meeting guests shared information regarding their work on the topic of entrepreneurship in Israel.
- Business Liaison Ben Reiss shared information on the Innovate LA event.
- Public Works Liaison reminded the Committee to vote in the upcoming election cycle.

c. Next Meeting: October 23, 2018 at 8:00am-9:30am

5) ADJOURNMENT

Date / Time:

September 25, 2018 / 9:31 AM