



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

**Beverly Hills City Council Liaison / Rodeo Drive/Special Event/Holiday Program
Committee:**

MEETING HIGHLIGHTS

Monday, August 12, 2019
3:30 PM

MEETING CALLED TO ORDER

Date / Time: August 12, 2019/ 3:40 PM

IN ATTENDANCE: Mayor John Mirisch, Councilmember Lili Bosse, Assistant City Manager Nancy Hunt-Coffey, Director of Public Works Shana Epstein, Interim Director of Community Services Ray Taylor, Assistant Director of Community Services Pam Shinault, Recreation Services Manager Kristin Buhagiar, Marketing and Economic Sustainability Manager Laura Biery, Policy and Management Analyst Cindy Owens, Senior Recreation Supervisor Victoria Cusumano, Venue Coordinator Sara Scrimshaw, Administrative Intern Luis Gonzalez, Susan Rosen (FOG), Vicky Swartz (FOG), Kaveh Farshad (NBHC), Derek Ontiveros (NBHC), Noelle Freeman (NBHC), Alex Sarican (NBHC), Nicola Cagliata (RDC), Kathy Gohari (RDC), Bill Wiley (CVB/RDC), Julie Wagner (CVB), Robert Bibeault (CVB), Linda Briskman (CVB), Francesca Mueller (J. Ben Bourgeois Productions), Doug Johnson (J. Ben Bourgeois Productions), Paul Marks (J. Ben Bourgeois Productions), Gina D'Acciaro (Authentic Agency), Carlos Sacasa (DekraLite), Nancy White (DekraLite), Vicky Talbot (Beverly Hills Courier), and Steve Mayer

1) Public Comment

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

- None

2) Programming and Décor for Winter BOLD 2019

a) Proposal from the Rodeo Drive Committee (RDC)

- RDC has partnered with event production company J. Ben Bourgeois Productions to produce Winter BOLD programming.
- The Rodeo Drive Committee (RDC) presented its proposal for Winter BOLD.
 - The Liaisons requested median décor with both a feminine and masculine appeal.
 - The Liaisons requested the City's information booth promote local restaurants.
- Liaisons requested the Holiday Lighting Ceremony be moved to Thursday, November 14, 2019 instead of November 21, 2019.

- Liaisons approved of the \$1.26 million budget already identified for Winter BOLD programming for the RDC and requested a revised proposal to accommodate additional weekend programming in the approved budget
- b) Proposal from the Conference and Visitors Bureau (CVB)
 - Presentation of Winter BOLD programming by CVB staff
 - Will install the previously purchased LIGHTSWITCH décor throughout Business Triangle
 - Presented holographic light boxes to be featured in tentative locations
 - Liaisons directed CVB to renegotiate four boxes for \$200,000 each.
 - Liaisons directed staff to explore options for purchase rather than lease
 - Liaisons approved of the \$477,048 option 3 proposed plans and additional \$200,000 for hologram boxes.
 - Liaisons provided direction to look at other possible locations for willow tree and gift box from Beverly Cañon Gardens Park.
- c) Citywide Holiday Décor and Programming
 - Presentation by City staff regarding Holiday Décor and programming
 - This will be the third year using Holiday Décor
 - Liaisons supported expanding snowfall lights to on N. Robertson Drive on the Beverly Hills side only.
- d) Joy to the Holidays
 - Presentation by City Staff regarding Joy to the Holidays at Greystone Mansion
 - Joy to the Holidays was turned over to City staff.
 - The Liaisons supported the presented programming at a budget of \$90,000 and confirmed that everything would be offered free to the public.
- 3) **Update on Next Night 2019 – The BOLD Finale**
 - Programming and activities presentation by Next Beverly Hills
 - Liaisons supported Next Night 2019 programming
- 4) **Discussion Regarding Summer BOLD 2019 Mr. Brainwash Sculptures**
 - The Liaisons Recommended the following:
 - *Beverly Hills is Beautiful* will stay at Beverly Cañon Gardens
 - *Life is Beautiful* to stay in current location (Dayton Drive and Rodeo Drive)
 - Future location of *Beverly Hills is Life* is tentative
 - Liaisons directed staff to:
 - Explore possible locations for sculptures
 - Explore options for extending life of sculptures
 - Explore cost for maintenance and upkeep through the holidays

ADJOURNMENT

Date / Time:

August 12, 2019 / 5:25 PM