



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

Beverly Hills City Council Liaison / Branding and Licensing Committee

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting

<https://beverlyhills-org.zoom.us/my/committee>

Passcode: 90210

You can also dial in by phone:

United States (Toll Free): 1-833-548-0282 or United States: +1 669-900-9128

MEETING HIGHLIGHTS

Wednesday, October 14, 2021
4:00 PM

MEETING CALLED TO ORDER

Date / Time: October 14, 2021 / 4:00 PM

IN ATTENDANCE: Councilmember John Mirisch; Councilmember Lester Friedman; Deputy City Manager, Gabriella Yap; Marketing and Economic Sustainability Manager, Laura Biery; Assistant City Attorney, Stephanie Cao; Azadeh Samimi, CMG Worldwide; Mark Roesler, CMG Worldwide; Travis Cloyd, CMG Worldwide; Ryan Boggs, Amiri; Webviewer, Thomas White; Webviewer, Robbie Anderson; Executive Assistant, Lisa Karson.

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) Resolution of the Beverly Hills City Council Liaison/ Branding and Licensing Committee authorizing public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.

- The resolution was read into the record by Deputy City Manager, Gabriella Yap. Liaisons unanimously approved the resolution, 2-0.

3) Review of License Agreement Extension Request from Amiri

- Ryan Boggs of Amiri shared that approximately 800 units of various merchandise have been sold in the last quarter at their store located on Rodeo Dr.; the City collects 8% in royalties and has collected over \$40,000 to date.
- The Liaisons agreed to amend the agreement to extend the term of the agreement with Amiri through December 31, 2022; the item will be moved

forward to the full City Council for review and approval. All other terms in the original agreement with Amiri were recommended to remain the same.

4) Future Agenda Items Discussion

- No future agenda items were discussed.

ADJOURNMENT

Date / Time:

October 14, 2021 / 4:18 PM