



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

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

**MEETING HIGHLIGHTS**

Monday, July 22, 2019  
4:00 PM

**MEETING CALLED TO ORDER**

Date / Time: July 22, 2019/ 4:00 PM

**IN ATTENDANCE:** Mayor John Mirisch, Councilmember Lili Bosse, Assistant City Manager Nancy Hunt-Coffey, Director of Public Works Shana Epstein, 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, Special Event and Filming Coordinator Magdalena Davis, Administrative Intern Luis Gonzalez, Kaveh Fashad (NBHC), Nicola Cagliata (RDC), Kathy Gohari (RDC), Cara Kleinhart (AgenC), Darren Bigras (AgenC), Julie Wagner (CVB), Andrew Sipes (nJoy Worldwide), Robbie Anderson

**1) Public Comment**

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

- Public Member Robbie Anderson voiced concern over pedestrian safety on North Rodeo near construction of new Bijan store.

**2) Update on BOLD Summer 2019**

- Presentation by Next Beverly Hills Committee regarding Next Night: BOLD Finale
  - Recommendation to add #BOLDBH hashtag on Next Night branding
  - Details regarding talent and programming are expected to be finalized and shared in an update to the Liaisons on August 12, 2019 Liaison Committee meeting.
- BOLD update by Rodeo Drive Committee (RDC)
  - Presentation by AgenC staff on BOLD Kick-off Thursday, August 1 and ongoing programming
  - BOLD banners on Rodeo Dr. featuring artwork by Mr. Brainwash
  - BOLD flyers to be dropped off at hotels and business
  - Liaisons recommended that BOLD marketing spell out the BOLD acronym, *Beverly Hills Open Later Days* whenever possible
  - Architecture Tours marketed via Social Media and Beverly Hills Historical Society.
    - Staff will invite Cultural Heritage Commission to Architectural Tours
  - Liaison directed staff to explore location options for BOLD Social Art installations after Summer BOLD ends.
  - Liaisons requested AgenC/RDC find fashion from Rodeo Drive brands for *Luxury on Rodeo* event.

- BOLD update by Beverly Hills Conference and Visitors Bureau (CVB)
    - Presentation on Summer BOLD programming by CVB staff
    - Liaisons directed CVB to schedule a photo between artists Janet Echelman and Mr. Brainwash at the kickoff event, if possible.
    - Liaisons directed the promotion of BOLD list the stores that are open later prior to listing the entertainment.
- 3) **Discussion Regarding Holiday Décor Spans on Wilshire Boulevard**
- City staff requested direction regarding Holiday Décor Spans on Wilshire Boulevard
  - The previous spans are outdated, energy inefficient, and have outlasted their projected lifespans
  - Item was presented now to allow enough time for fabrication.
  - Santa and Reindeer over Wilshire will require restoration
  - Directed staff to inquire about multicolor lighting options and clarify between cool and warm lighting.
  - Liaisons recommended the *Triple Ornament Swag* option, which will be reviewed by the City Council on August 6, 2019.
  - Dekralite would manage the fabrication, storage, maintenance, installation and removal of spans.
  - Staff was directed to explore if there was interest from Baccarat to return for BOLD Holidays.
  - Staff advised Liaisons on Robertson & La Cienega will be their 3<sup>rd</sup> year of use this year. The 2020 décor will be tie to the new theme for Wilshire.
- 4) **Proposal from nJoy for Beverly Hills Shopper Mobile App**
- This was an unsolicited proposal for a Beverly Hills Shopper mobile application by Andrew Sipes from nJoy Worldwide
  - The City currently operates and owns three mobile applications; the *Explore Beverly Hills* whose information is pulled from the CVB's website, *Mobile Beverly Hills* that connects residents to City services, and the *Beverly Hills Police Department Mobile* app
  - The City is limited in what it can invest in per the government code, as such the Liaisons did not recommend moving forward with an investment in the Beverly Hills Shopper app. The Liaisons recommended that nJoy Worldwide seek sponsorship from the Chamber of Commerce.

## **ADJOURNMENT**

Date / Time: July 22, 2019 / 5:15 PM