



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

Beverly Hills City Council Liaison / CVB / Marketing Committee and the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee:

SPECIAL JOINT MEETING HIGHLIGHTS

Wednesday, September 18, 2019
2:30 PM

MEETING CALLED TO ORDER

Date / Time: September 18, 2019/ 2:30PM

IN ATTENDANCE: Mayor John Mirisch, Councilmember Lili Bosse, Assistant City Manager Nancy Hunt-Coffey, Community Outreach Manager Garin Hussenjian, Marketing and Economic Sustainability Manager Laura Biery, Public Information Manager Keith Sterling, Policy and Management Analyst Cindy Owens, Special Events and Filming Coordinator Magdalena Davis, Administrative Intern Luis Gonzalez, Linda Briskman (BHCVB), Robert Bibeult (BHCVB), Julie Wagner (BHCVB), Nicola Cagliata (RDC), Ryland Arnoldi (Wrapped Studios), Sam Seidman (Wrapped Studios), Mira Howard (Wrapped Studios), Francesca Mueller (Bourgeois Productions, Inc.), Paul Marks (Bourgeois Productions, Inc.), Robbie Anderson, David Gingold

1) Public Comment

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

- Member of the public David Gingold asked if the Liaisons were briefed on his lawsuit against the City.
 - The Liaisons made no comment; this was not an agenda item.

2) Extension Request of the Louis Vuitton Pop-Up from 9/15/2019 to 11/10/2019

- The Louis Vuitton Pop-Up on 468 N. Rodeo Drive was granted an extension until November 10, 2019. Louis Vuitton will be responsible for all associated permit fees. The updated hours for the exhibit are Monday – Saturday 10:00am - 7:30pm, and Sunday 11:00am - 6:30pm.
- This item was informational purposes only.

3) J. Ben Bourgeois Productions BOLD Holidays 2019 Update

- Presentation by J. Ben Bourgeois Productions
- BOLD Holidays will feature several themes that will alternate throughout the six weeks of programming. The themes are:
 - *That Holiday Feeling*
 - *Magic of the Holidays*
 - *Holiday Pop!*

- Liaisons reviewed the Crosswalk Musicals and considered locations at the Dayton and Brighton intersections on Rodeo Drive.
- Liaisons recommended using Option 2 for all promotional and branding materials as well as making the word “holidays” more legible.
- Mayor Mirisch requested that a flash mob dance performance take place on Rodeo Drive during BOLD Holidays. The flash mob dance was approved.

4) CVB BOLD Holidays Art Installation Presentation

- The Scenario Studio and the CVB provided a presentation on the art installation for BOLD Holidays.
- The Scenario Studio will feature interactive photo art booths during BOLD Holidays.
- There will be a total of five (5) photo booths. Three (3) are currently on display at another exhibit and two (2) will be created for BOLD Holidays.
- The Liaisons supported the art installation.

5) Carryover Funding Request for the CVB from Fiscal Year 2018-2019 to Fiscal Year 2019-2020

- Carryover funds will be used for:

Program Element	Amount
TOT Shortfall Buffer	\$200,000.00
Incrementality Study – Return on Investment	\$25,000.00
Destination Development Plan – Next Steps	\$20,000.00
Completion of 2018 BOLD Study – Summer/Holiday	\$10,000.00
Hotel Programming – Enhance and Expand	\$34,807.66
Total	\$289,807.66

- Liaisons approved the carryover funding as requested.

ADJOURNMENT

Date / Time: September 18, 2019 / 3:50 PM