



## CITY OF BEVERLY HILLS

455 N. Rexford Drive  
Beverly Hills, CA 90210  
Municipal Gallery

### Next Beverly Hills Committee Meeting

#### SPECIAL MEETING HIGHLIGHTS

Tuesday, August 28, 2018  
8:00 AM

#### MEETING CALLED TO ORDER

Date / Time: August 28, 2018 / 8:03 AM

**IN ATTENDANCE:** Mayor Gold, Councilmember Wunderlich, Director Office of Resilience Pamela Mottice Muller, Director Community Services Nancy Hunt-Coffey, Management Analyst Michael George, Jon Gluck, Kaveh Farshad, Cory Charlupski, Ariana Escalante, Noelle Freeman, Adonis Simmons, Alex Polin, Kari Wu, Evan Anderson, Sharona R. Nazarian, Bob Bibeault, Joel Hile, Jamie Ross, Allison Adams, Mark Elliot, Steven Weinglass, Ori Blumenfeld, Julie Gilberg, Pierre Patrick, Kory Klem, Sher Chaudhary, Noah Eteessami, Derrick Ontiveros, Bradley Cook, Mark Lieber, Nick Urbom, Florence Klein, Alexia Klein, Kipton Cronkite, David All, Pilar Llorente, Rachelle Marcus, Jordan Betzer, Donna Delshad, Andrew Jahaveri, L Lawson, Shahene Nili, Ethan Bazarganfard, and Marina Murad.

#### 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 (first meeting)
- Rachelle Marcus, educator and BHUSD School Board 2018 election candidate (first meeting)
- Donna Delshad, founder of Shorty Yoga (first meeting)
- Julie Gilberg, community member (first meeting)
- Pierre Patrick, resident and talent manager (first meeting)
- Kari Wu, Screen Door Laboratories Co-Founder (first meeting)
- Shahene Nili, Next Beverly Hills Incubator (second meeting)
- Ethan Bazarganfard, Next Beverly Hills Incubator (second meeting)

##### b. Unveiling: Official Pin of Next Beverly Hills (presented by Mayor Gold)

- Mayor Gold introduced the official Next Beverly Hills pin and distributed them to the meeting attendees. Additional pins are available by request.

**c. 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**

- **Special City Presentation: Public Feedback Process for La Cienega Park & Recreation Complex**
  - Director of Community Services Nancy Hunt-Coffey delivered a presentation on the feedback process for the reconstruction of the La Cienega Park & Recreation Complex. Committee members were encouraged to complete the survey, participate in a focus group to discuss the project and provide detailed feedback at a future date and time.
- **Initiative Subcommittees Updates:**
  1. **Next Night 2018**
    - Next Night 2018 Subcommittee Chair Cory Charlupski updated the Committee on Next Night and thanked the individuals who were in charge of the various subcomponents of the event.
    - The Committee participated in a feedback session discussing various areas of strength and areas of improvement for the event.
  2. **Next Gen Housing**
    - Next Gen Housing Initiative Subcommittee Chair Alex Polin provided an update regarding their research on specific areas of Beverly Hills that could potentially become an entertainment district.
    - Alex Polin shared information on a current strategy of the Subcommittee, which is to promote conversations about a potential entertainment district in Beverly Hills.
  3. **Next Beverly Hills Incubator**
    - The Committee received an update on the Next Beverly Hills Incubator program, which is currently recruiting new applicants, and the one-sheet summary of the initiative was distributed to the group.
    - The purpose of the Incubator is to stimulate the entrepreneurial environment in the City and develop reciprocity throughout the business community in Beverly Hills.
  4. **Mural Art on N. Canon Wall**
    - Technology Co-Liaison and Mural Art on N. Canon Wall Initiative Subcommittee Co-Chair Kory Klem shared background information on the proposed initiative to support art on the wall near the Section 2 construction site. It is anticipated that a more detailed update on this initiative will be brought to City Council as part of a comprehensive Next Beverly Hills Committee update at the City Council Formal Session on October 9, 2018.

#### **5. Mayor's Initiatives Collaborations**

- Committee Member Ori Blumenfeld provided an update on the Mayor's Strategic Planning Committee, sharing that the group had discussed the idea of mixed housing in the area around La Cienega Blvd at a recent meeting.
- **Standing Committees Updates:**
  1. **Marketing Committee**
    - Marketing Subcommittee Chair Noelle Freeman shared an update on the success of Next Night including the metric of approximately 7,000 views on Snapchat. Noelle instructed the group to utilize the Committee's existing social media channels for all social media activity.
  2. **Introducing: Events Subcommittee**
    - Committee Chair Jon Gluck introduced the new Events Standing Subcommittee. Events Subcommittee Chair Kipton Cronkite was introduced to the Committee.
- **Community Liaisons Reports**
  - Public Works Liaison Steve Weinglass discussed the upcoming water facility tour that will be hosted by the Metropolitan Water District.
  - Technology Co-Liaison and Mural Art on N. Canon Wall Initiative Subcommittee Co-Chair Kory Klem promoted the City's Complete Streets initiative, encouraging others to become involved.
  - Arts Co-Liaison Joel Hile updated the Committee on current arts and culture activities in the City.

#### **4) New Business**

##### **a. Pitch (New initiative proposals)**

1. None.

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

- Charitable Liaison Bradley Cook shared an update on an upcoming event called Women of Wisdom.
- Next Night 2018 Chair Cory Charlupski shared information on a local event to occur on September 27.
- Guest Kari Wu informed the Committee of an event focused on future technologies to occur at the Los Angeles Convention Center.

##### **c. Next Meeting: September 25, 2018 at 8:00am-9:30am**

#### **ADJOURNMENT**

Date / Time: August 28, 2018 / 9:30 AM