



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

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

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
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Access Code: 660-810-077**

MEETING HIGHLIGHTS

Wednesday, October 28, 2020
4:30 PM

MEETING CALLED TO ORDER

Date / Time: October 28, 2020 / 4:30 PM

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Lili Bosse, City Manager George Chavez, Assistant City Manager Nancy Hunt-Coffey, Deputy City Manager Gabriella Yap, Emergency Management Director Pamela Mottice-Muller, Special Events Coordinator Magdalena Davis, Marketing and Economic Sustainability Manager Laura Biery, Community Outreach Manager Garin Hussenjian, Police Chief Dominick Rivetti, Assistant Police Chief Marc Coopwood, Fire Chief Greg Barton, Public Works Director Shana Epstein, Community Development Director Susan Healy-Keene, Executive Assistant Adrienne Tarazon, Murphy Reinschreiber, Stacy Embretson, Howard Sunkin.

1) Public Comment

- a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
 - No public comment received.

2) Los Angeles Marathon 2021

- The McCourt Foundation (TMF) Los Angeles Marathon is requesting support of its annual 2021 race "Stadium to the Stars". This race has taken place with Beverly Hills support over the last eleven years. TMF requests to have the route, with street closures, continue to go through Beverly Hills, along with the cities of Los Angeles, West Hollywood, ending with the finish line in Century City.
- The Los Angeles Marathon is also requesting support to hold the race on Sunday, March 21, 2021, with a contingency date of Sunday, May 23, 2021. The choice of final dates will be based on the most current information and approval from the Los Angeles County Department of Public Health.

- TMF is seeking to continue the inclusion of Beverly Hills in the Los Angeles Marathon. This event has been reviewed annually by the City Council Liaisons and taken to the full City Council for the past ten-plus years, typically with multi-year agreements of support. With the fluid situation that Coronavirus Pandemic (“COVID-19”) reopening brings to the 2021 race, organizers seek instead to request the support of the proposed dates for the next year only.
- As a response to COVID-19, The McCourt Foundation requests that two dates be approved to hold the Marathon: the original date of Sunday, March 21, 2021, or the first contingency date of Sunday, May 23, 2021. If neither are approved as a viable date, another contingency, most likely in November, will be brought back to Council for review. The McCourt Foundation expects to inform the City of the most appropriate race date as soon as the County allows.
- The event organizers have developed, and are seeking support for a series of contingency dates outlined as follows:
 - Contingency Date #1 - May 23, 2021
- Event Organizers will notify the City as soon as possible of a decision to postpone the Marathon from March 21, 2021 to May 23, 2021.
- May 23, 2021 is the latest spring date available given Dodger Stadium home dates. Due to weather considerations, it is also the latest date the race can be held until the end of October when temperatures historically cool.
 - Contingency Date # 2 – November 2021
- If the race can’t be held safely on May 23, 2021, the Marathon will be postponed a second time to a fall dates depending upon availability of City Partners and Dodger Stadium: November 7, November 14.
- The decision to postpone to the second Contingency Date will be made no later than March 1, 2021.
- If there is a decision to host the Los Angeles Marathon in the fall, this item will return to the Council Liaisons for approval at a later date.
- All City permits and fees and any associated costs have been the responsibility of The McCourt Foundation, and include full cost recovery for personnel costs, equipment, signage, etc. There is no waiver of fees, however the Marathon does qualify for the non-profit rate for street closures.
- For the 2021 event, the only increase in personnel would be to staff the traffic detours on the West side of the City while street closures are still in place near the finish line.
- City Council Liaisons feedback and approval is requested regarding support of The McCourt Foundation Los Angeles Marathon on Sunday, March 21, 2021 or May 23, 2021. City staff will bring the completed proposal to City Council at a November or December 2020 meeting.
- The Council liaisons reviewed the report and provided feedback.

ADJOURNMENT

Date / Time:

October 28, 2020 / 4:52 PM