



CITY OF BEVERLY HILLS

Telephonic/Video Conference Meeting
Call in: (916) 235-1420 or (888) 468-1195
Participant Pin: 872120
Beverly Hills City Hall
Beverly Hills, CA 90210

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

SPECIAL MEETING HIGHLIGHTS

Wednesday, May 27, 2020
4:00 PM

MEETING CALLED TO ORDER

Date / Time May 27, 2020 / 4:02pm

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Lili Bosse, City Auditor Eduardo Luna, City Manager George Chavez, Assistant City Manager Nancy Hunt-Coffey, Director of Public Works Shana Epstein, Project Manager Robert Welch, City Engineer Daren Grilley, Policy and Management Analyst Cindy Owens, Marketing and Economic Sustainability Manager Laura Biery, Community Outreach Manager Garin Hussenjian, Data Center Manager Murugan Krishnan, Communications Specialist Chuck Merrill, Special Events and Filming Coordinator Magdalena Davis, Administrative Intern Luis Gonzalez, Todd Johnson, Kathy Gohari, Nicola Cagliata, Jenny Chang, Yvonne Busch, Julianne Kringer.

1) Public Comment

- Item not on the agenda: Request from Rodeo Drive Committee and businesses to halt construction on Metro to support businesses in the shopping district.
 - Five letters read into public comment.
 - Special City Council Meeting to be held on Thursday, May 28th to discuss options for Metro construction.
- Item not on the agenda: Beverly Hills Tour D'Elegance Car Rally to honor First Responders on June 21, 2020.
 - Proposal letter read into public comment.
 - Item to be added to the June 2, 2020, City Council agenda.
- One letter read into public comment for the item on the agenda.

2) Rodeo Drive Committee Social Media and Website Presentation for Fiscal Year 2020-2021

- Presentation by City Staff, Rodeo Drive Committee and BOLD LA.
 - BOLD LA manages the Rodeo Drive Committee's social media platforms (Twitter, Facebook, and Pinterest).
 - BOLD LA has increased the digital interactions related to Rodeo Drive.

- BOLD LA and Rodeo Drive Committee are focusing on Pinterest, Facebook and Instagram as the targeted audience for luxury brands is on these platforms.
- This move is in line with other brands as many businesses and organizations are shifting towards having a larger social media presence.
- The website is updated and allows BOLD LA to collect helpful consumer analytics.
- There is no additional financial request this year in comparison to last year.
- The Liaisons fully support the request for the Fiscal Year 2020-21.

3) Adjournment

Adjourn

Date / Time

May 27, 2020 / 4:56pm