



**Beverly Hills City Council Liaison / Branding and Licensing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:**

**CITY OF BEVERLY HILLS  
455 North Rexford Drive  
Room 280A  
Beverly Hills, CA 90210**

**IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING**

**Beverly Hills Liaison Committee Meeting**  
<https://beverlyhills-org.zoom.us/my/committee>

**Meeting ID: 516 191 2424**  
**Passcode: 90210**

**You can also dial in by phone:**  
**+1 669 900 9128 US**  
**+1 833 548 0282 (Toll-Free)**

**One tap mobile**  
**+16699009128,,5161912424# US**  
**+18335480282,,5161912424# US (Toll-Free)**

**Monday, September 12, 2022**  
**1:45 PM**

*In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org) and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Branding and Licensing Committee. Beverly Hills Liaison meetings will be in-person at City Hall.*

**AGENDA**

- 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.
- 2) Resolution of the Beverly Hills City Council Liaison / Branding and Licensing Committee continuing to authorize public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.

Recent legislation was adopted allowing the Beverly Hills City Council Liaison / Branding and Licensing Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions and the proposed resolution implements the necessary requirements.

- 3) Request for Use of the City Shield by Skechers
- 4) Future Agenda Items
- 5) Adjournment



**Huma Ahmed**  
**City Clerk**

**Posted: September 9, 2022**

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT**  
**[WWW.BEVERLYHILLS.ORG](http://WWW.BEVERLYHILLS.ORG)**



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including Room 280A, is wheelchair accessible.



## STAFF REPORT

**Meeting Date:** September 12, 2022

**To:** City Council Liaison / Branding and Licensing Committee

**From:** Laura Biery, Committee Secretary

**Subject:** A RESOLUTION OF THE CITY COUNCIL LIAISON / BRANDING AND LICENSING COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

**Attachments:** 1. Proposed resolution

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### **RECOMMENDATION**

Staff and the City Attorney's office recommend that the City Council Liaison / Branding and Licensing Committee adopt a resolution making the following findings so that meetings of the City Council Liaison / Branding and Licensing Committee will be subject to the special Brown Act requirements for teleconference meetings: (1) the City Council Liaison / Branding and Licensing Committee has reconsidered the circumstances of the COVID-19 state of emergency; (2) the state of emergency continues to directly impact the ability of the members to meet safely in person; and (3) state or local officials continue to impose or recommend measures to promote social distancing. Though the City Council Liaison / Branding and Licensing Committee adopted such a resolution in the past, these findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

### **FISCAL IMPACT**

The proposed resolution allowing the City Council Liaison / Branding and Licensing Committee greater flexibility to conduct teleconference meetings is unlikely to cause a greater fiscal impact to the City as the City Council Liaison / Branding and Licensing Committee has been conducting such teleconference meetings for over a year.

## **INTRODUCTION**

AB 361 allows the City Council Liaison / Branding and Licensing Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions. These special requirements give the City greater flexibility to conduct teleconference meetings when there is a declared state of emergency and either social distancing is mandated or recommended, or an in-person meeting would present imminent risks to the health and safety of attendees.

## **BACKGROUND**

On September 16, 2021, the Governor signed AB 361, amending the Brown Act to establish special requirements for teleconference meetings if a legislative body of a local public agency holds a meeting during a proclaimed state of emergency and either state or local officials have imposed or recommended measures to promote social distancing, or the body determines, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

AB 361 authorizes local agencies to continue meeting remotely without following the Brown Act's standard teleconferencing provisions if the meeting is held during a state of emergency proclaimed by the Governor and either of the following applies: (1) state or local officials have imposed or recommended measures to promote social distancing; or (2) the agency has already determined or is determining whether, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

## **DISCUSSION**

To continue to hold meetings under these special teleconferencing requirements, the City Council Liaison / Branding and Licensing Committee needs to make two findings pursuant to Government Code Section 54953(e)(3). First, there must be a declared state of emergency and the City Council Liaison / Branding and Licensing Committee must find that it has reconsidered the circumstances of such emergency. Second, the City Council Liaison / Branding and Licensing Committee must find that such emergency continues to directly impact the ability of the City Council Liaison / Branding and Licensing Committee's members to meet in person. Alternatively, for the second finding, the City Council Liaison / Branding and Licensing Committee must find that state or local officials continue to impose or recommend social distancing measures. These findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

The declared emergency is still in effect. Furthermore, the State of California and the County of Los Angeles have recommended measures to promote social distancing. The Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time. Additionally, the Los Angeles County Department of Public Health still encourages people at risk for severe illness or death from COVID-19 to take protective measures such as social distancing and, for those not yet fully vaccinated, to physically distance from others whose vaccination status is unknown. The County Health Department also continues to recommend that employers take steps to support physical distancing and the City Council

Meeting Date: September 12, 2022

continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees.

Please note that AB 361 applies to all legislative bodies. Therefore, Commissions and standing committees will need to also comply with the requirements of AB 361.

Laura Biery  
Secretary of the  
City Council Liaison / Branding and  
Licensing Committee

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Approved By

RESOLUTION NO. CCL-BLC-03

RESOLUTION OF THE CITY COUNCIL LIAISON /  
BRANDING AND LICENSING COMMITTEE OF THE CITY OF  
BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC  
MEETINGS TO BE HELD VIA TELECONFERENCING  
PURSUANT TO GOVERNMENT CODE SECTION 54953(e)  
AND MAKING FINDINGS AND DETERMINATIONS  
REGARDING THE SAME

WHEREAS, the City Council Liaison / Branding and Licensing Committee is committed to public access and participation in its meetings while balancing the need to conduct public meetings in a manner that reduces the likelihood of exposure to COVID-19 and to support physical distancing during the COVID-19 pandemic; and

WHEREAS, all meetings of the City Council Liaison / Branding and Licensing Committee are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code Sections 54950 – 54963), so that any member of the public may attend, participate, and watch the City Council Liaison / Branding and Licensing Committee conduct its business; and

WHEREAS, pursuant to Assembly Bill 361, signed by Governor Newsom and effective on September 16, 2021, legislative bodies of local agencies may hold public meetings via teleconferencing pursuant to Government Code Section 54953(e), without complying with the requirements of Government Code Section 54953(b)(3), if the legislative body complies with certain enumerated requirements in any of the following circumstances:

1. The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.
2. The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the

emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency in response to the COVID-19 pandemic (the “Emergency”); and

WHEREAS, the Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time; and

WHEREAS, the Los Angeles County “Responding together at Work and in the Community Order (8.23.21)” provides that all individuals and businesses are strongly encouraged to follow the Los Angeles County Public Health Department Best Practices. The Los Angeles County Public Health Department “Best Practices to Prevent COVID-19 Guidance for Businesses and Employers”, updated on September 13, 2021, recommend that employers take steps to reduce crowding indoors and to support physical distancing between employees and customers; and

WHEREAS, the unique characteristics of public governmental buildings is another reason for continuing teleconferenced meetings, including the increased mixing associated with bringing people together from across several communities, the need to enable those who are immunocompromised or unvaccinated to be able to safely continue to fully participate in public

meetings and the challenge of achieving compliance with safety requirements and recommendations in such settings; and

WHEREAS, the Beverly Hills City Council has adopted a resolution that continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees; and

WHEREAS, due to the ongoing COVID-19 pandemic and the need to promote social distancing to reduce the likelihood of exposure to COVID-19, the City Council Liaison / Branding and Licensing Committee intends to continue holding public meetings via teleconferencing pursuant to Government Code Section 54953(e).

NOW, THEREFORE, the City Council Liaison / Branding and Licensing Committee of the City of Beverly Hills resolves as follows:

Section 1. The Recitals provided above are true and correct and are hereby incorporated by reference.

Section 2. The City Council Liaison / Branding and Licensing Committee hereby determines that, as a result of the Emergency, meeting in person presents imminent risks to the health or safety of attendees.

Section 3. The City Council Liaison / Branding and Licensing Committee shall continue to conduct its meetings pursuant to Government Code Section 54953(e).

Section 4. Staff is hereby authorized and directed to continue to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code Section 54953(e) and other applicable provisions of the Brown Act.



Section 5. The City Council Liaison / Branding and Licensing Committee has reconsidered the circumstances of the state of emergency and finds that: (i) the state of emergency continues to directly impact the ability of the members to meet safely in person, and (ii) state or local officials continue to impose or recommend measures to promote social distancing.

Section 6. The Secretary of the City Council Liaison / Branding and Licensing Committee shall certify to the adoption of this Resolution and shall cause this Resolution and her certification to be entered in the Book of Resolution of the City Council Liaison / Branding and Licensing Committee of this City.

Adopted: September 12, 2022

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JOHN A. MIRISCH  
Presiding Councilmember of the City  
Council Liaison / Branding and  
Licensing Committee of the City of  
Beverly Hills, California



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison/Branding and Licensing Committee

**FROM:** Laura Biery, Marketing and Economic Sustainability Manager

**DATE:** September 12, 2022

**SUBJECT:** Request for Use of City Shield by Skechers

**ATTACHMENTS:** 1. Skechers Look Book  
2. Deal Memo from CMG Worldwide

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**INTRODUCTION**

The City periodically receives inquiries about the use of the Beverly Hills Shield. At the last Branding and Licensing Liaison Meeting on June 10, 2022, Skechers requested to use the Beverly Hills Shield on a series of footwear items and apparel. This item provides the proposal and draft negotiated terms for the use of the City Shield by Skechers.

**DISCUSSION**

**Background**

Staff receives inquiries from individuals and businesses looking to use the Beverly Hills Shield on products and merchandise. As requests are received, they are referred to the City's branding and licensing consultant CMG Worldwide. The City has contracted with CMG Worldwide since 2013.

Skechers, based in Manhattan Beach, California, is the third largest footwear company in world. The company specializes in footwear for casual, sport, work, and general use. Skechers x Beverly Hills limited edition collection will feature the Beverly Hills Shield surrounded by sunsets, palm trees, and bold colors on trendy sneakers, and slip-on shoes that commemorates Skechers' California heritage and Beverly Hills.

Skechers is seeking approval for the Skechers x Beverly Hills collection and has indicated that once approved, will explore finding an appropriate local Beverly Hills retailer for partnership for local sales of the shoe. The collection is also proposed to include one to two T-Shirt and Hoodie Style designs as well as a blanket. The approval of the City Shield on these items would be conditioned upon receiving draft designs in advance of approval for production.

**Skechers California Heritage Collection**

Skechers is interested in using the Beverly Hills Shield on trendy sneakers and slip-on shoes. The Beverly Hills Shield would be featured on a series of shoes reminiscent of the Beverly Hills lifestyle which includes sunsets, palm trees, and a bold color scheme. There

would be no alteration of the City Shield on the shoe. Skechers would feature the City Shield in standard gold or white.

The distribution plan for sales of the shoes are Skechers stores and ecommerce globally, and third party retailers. The items proposed for use of the Beverly Hills Shield include footwear, apparel, and a blanket.

Initial concepts have been developed for discussion. Skechers will market the collaboration globally and bring attention to the iconic fashion and style of Beverly Hills.

**Proposed Deal Points (See Attachment 2 and Summarized Below):**

Advance:	\$25,000 advance recoupable against royalties
Term:	1 year from 1 <sup>st</sup> launch date at retail
Renewal:	Option to renew for an additional one (1) year if sales are greater than 200,000 units, for a max of two (2) additional years after the original term ends
Distribution:	Skechers stores and ecommerce, ecommerce websites, third party retailers, and digital platforms
Territory:	Worldwide
Royalty:	15% of FOB First Cost (FOB First Cost is the cost of the gross invoice price billed to Skechers by the factory. It is essentially Skechers purchase price of items from the factory excluding freight, custom charges, duties and other taxes payable upon import of goods).

**Decision Points for Consideration:**

- Is Skechers shoes an appropriate use of the Beverly Hills Shield?
- If the City wishes to grant the license, is the license granted under the condition that Skechers seeks a partnership with a Beverly Hills retailer or pop-up location?
- If the City wishes to grant the license, are the terms mentioned above acceptable?

**FISCAL IMPACT**

If the above agreement terms are accepted, the fiscal impact of the Skechers shoes deal is a \$25,000 advance recoupable against royalties. Royalties will be calculated at 15% of FOB First Cost.

The initial term of the agreement is proposed for one (1) year with the option to renew for up to an additional two (2) years if sales are greater than 200,000 units.

**RECOMMENDATION**

It is recommended that the City Council Branding and Licensing Committee provide direction regarding use of the Beverly Hills Shield by Skechers. Based on direction received, the Skechers proposal may be scheduled for a future City Council meeting date for review and approval by the full City Council.

# **Attachment 1**

SKECHERS

A COLLABORATION





# SKECHERS

*Beverly Hills*



The Beverly Hills Shield logo is a symbol of quality and elegance representing the sophistication and classic styling of an iconic internationally renowned city. It's something that people around the world want to connect with and celebrate.

As a global footwear brand with extensive experience in both lifestyle and high fashion collaborations, Skechers is positioned to develop a collection featuring Beverly Hills symbols and imagery that honors the city's treasured prestige.



# ***SKECHERS***

## LOCALLY BORN AND RAISED

Skechers was established 30 years ago in Manhattan Beach, just 15 miles south of Rodeo Drive. With our global headquarters in the South Bay, we remain committed to our community and our neighbors. The Southern California lifestyle is intrinsic to many of our collections, and our roots within Los Angeles allows us to understand the distinctive value of the Beverly Hills identity both within as well as separate from the broader region.



**SKECHERS**

**\$6 BILLION+**  
2021 ANNUAL SALES

**3rd LARGEST** global footwear brand

Distribution in over **180 COUNTRIES**

**4,300+** Skechers stores worldwide

**OVER 300 MILLION** pairs shipped in 2021







# Product CONCEPTS



\*SK-BEV-1



\*SK-BEV-3



\*SK-BEV-2



\*SK-BEV-4



\*SK-BEV-5



\*SK-BEV-6



*Marketing*  
CONCEPTS

WINDOW AND PACKAGING DESIGN CONCEPTS



STORE FRONT WINDOW DESIGN CONCEPT





1



2



3



4

# packaging CONCEPTS

Boxes and hangtags will carry over prints and designs featured on the shoes to illustrate the stylish elegance of the collection.



HANGTAG CONCEPTS



## SKECHERS COLLABORATIONS


Fresh limited-edition takes on style. Innovative materials that elevate the experience. Global powerhouses and regional trendy brands that generate buzz. Our partnerships and collaborations offer unique takes on Skechers style. With our attention to product and world-class marketing, we're always looking to create something new that pushes boundaries and excites consumers in unexpected ways. Join us and let's collaborate on an exclusive collection that expresses your brand in a new way.







**SKECHERS**  
LOS ANGELES

*JGoldcrown* 

Internationally renowned muralist James Goldcrown brings his iconic Love Wall heart designs to the Skechers x JGoldcrown global collaboration. The artist's colorful and inspiring prints feature on a range of lifestyle footwear and apparel for women and girls.

SKECHERS COLLABORATIONS



Mural by James Goldcrown in Beverly Hills





**SKECHERS**  
LOS ANGELES

*Goldswain* 

Packaging and marketing  
materials all feature the iconic  
Love Wall heart design.



BOX AND HANGTAG ARTWORK



**SKECHERS**



**kansaiyamamoto**

Acclaimed Japanese avant-garde fashion brand Kansai Yamamoto brought its unique flavor to Skechers with a limited-edition footwear series created in the artist's signature bold and colorful style.

SKECHERS COLLABORATIONS



**SKECHERS**



**kansaiyamamoto**

The artist's signature look inspired packaging and marketing in the 2021 collaboration. The art is featured on Skechers Max Cushioning, Skechers D'Lites and other fashion styles for men and women.



SKECHERS COLLABORATIONS



# SKECHERS DVF

Skechers and Diane von Furstenberg come together in an iconic coordinated athleisure footwear and apparel collection that celebrates confident women with effortless style and accessible design.





149678 NTBK



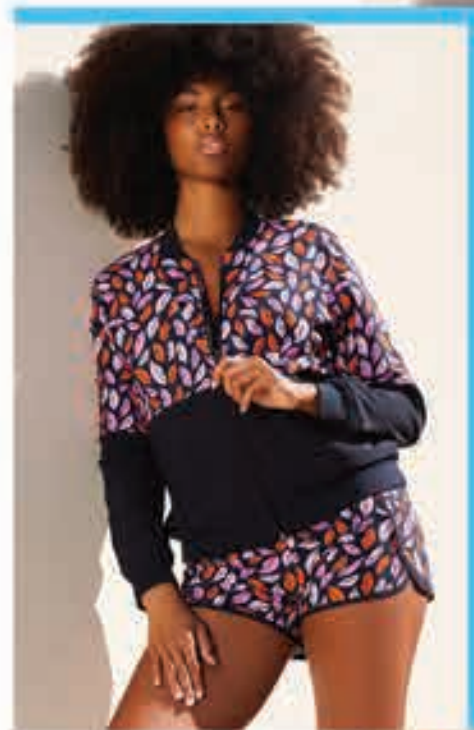
149679 WBPk

SKECHERS



DVF

Diane von Furstenberg's signature prints and bold colors plus the unparalleled comfort of Skechers, this collab is designed for those who push beyond boundaries, challenge the norms and inspire others.





# **Attachment 2**



**DEAL MEMO**  
**SUBJECT TO CONTRACT**

The purpose of the document is to capture the intentions of the parties as a precursor to a full form contract and shall not in any way create binding obligations.

<b>Date</b>	July 27, 2022
<b>Background</b>	<b>SKECHERS X BEVERLY HILLS</b>  <b>Skechers x Beverly Hills Collaboration</b> Skechers (SKX) will have the rights to create a co-branded collection of Skechers x Beverly Hills footwear and apparel.
<b>Licensor</b>	Beverly Hills
<b>Endorsed Products</b>	Footwear
<b>Licensed Products</b>	Skechers x Beverly Hills co-branded footwear. Apparel (1-2 Tee shirt & hoodie styles/ designs), and blanket to be released with footwear.
<b>Term</b>	1 year from 1 <sup>st</sup> launch date at retail
<b>Advance</b>	\$25,000 USD recoupable against royalties
<b>Royalty</b>	15% FOB
<b>Definition of FOB</b>	FOB First Cost is defined as the gross invoice price bulled to Skechers by the selling factory or agent of the factory for the sales of Collaboration Products. For the avoidance of doubt, this is Skechers' purchase price of Collaboration Products from the factories, excluding freight, customs charges, duties, and other taxes payable upon import of the goods.
<b>Territory</b>	Worldwide
<b>Authorised/ Distribution Channels for Licensed Products</b>	All channels of distribution including but not limited to SKX Stores, Online, Digital and Wholesale

<b>Usage</b>	Multi-media, including but not limited to, all print, radio, outdoor, point-of-sale, point-of-purchase, in-store, transportation hub, mall, video, SKECHERS digital, television, internet, SKECHERS branded social media, PR - trade and editorial.
<b>Renewal</b>	Option to renew for an additional year if sales > 200,000 units, up to two additional years after the original Term.