



CITY OF BEVERLY HILLS
Video Teleconference
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Beverly Hills, CA 90210

Beverly Hills City Council Liaison / Chamber of Commerce Committee

TELEPHONIC VIDEO CONFERENCE SPECIAL MEETING HIGHLIGHTS

Tuesday, August 31, 2021
2:30 PM

MEETING CALLED TO ORDER

Date / Time: August 31, 2021 / 2:33 PM

IN ATTENDANCE: Bob Wunderlich, Mayor; Lili Bosse, Vice Mayor; George Chavez, City Manager; Gabriella Yap, Deputy City Manager; Jeff Muir, Director of Finance; Laura Biery, Economic Marketing Manager; Cindy Owens, Policy and Management Analyst; Gabrielle Ressa, Management Analyst; Todd Johnson, Beverly Hills Chamber; Blair Schlecter, Beverly Hills Chamber; Daniel Bermudez, Beverly Hills Chamber; Josh Morgerman, Symblaze; Michael Horton, Symblaze; Lisa Karson, Executive Assistant.

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) Presentation Regarding the Rebrand of the Shop Local Program

- The Shop Local Program has traditionally engaged residents and businesses in a number of activities to increase the number of dollars locals spent within Beverly Hills. Some of these activities include:
 - Monthly networking programs at local venues across the City;
 - Hosting deals and specials on the My Beverly Hills website;
 - Providing updates about important community events;
 - Distributing a monthly newsletter that promotes upcoming City events and local businesses;
 - Creating social media posts highlighting local businesses and the importance of the Shop Local Program.
- Symblaze, a full service digital agency, was selected to perform rebrand work to include updating the logo, slogan, digital social media presence, electronic and/or printed materials and associated materials promoting the program and ultimately using the rebrand to increase awareness and energize participation in the program.

- Symblaze, City staff and Chamber staff have reviewed and developed two concepts that could be used as a rebrand to revitalize the image of the Shop Local Program and encourage additional engagement; they include:
 - 'Our Beverly Hills'
 - Expands current brand from a single individual (My Beverly Hills) to the entire community (Our).
 - 'Beverly Hills Now'
 - "This isn't the Beverly Hills you thought you knew; our city isn't old - it's vibrant & modern in every way."
- The Liaisons provided their feedback, preferences and suggestions on the two concepts; the following recommendations by the Liaisons will be taken to the full City Council on 9/14 during Study Session:
 - Recommendation to rebrand the Shop Local Program to 'Now Beverly Hills'
 - The new logo would reflect the word 'Now' inside the City's iconic shield
 - The words 'Beverly Hills' would be listed under the shield
 - The color scheme would be the unique color variants of orange, purple turquoise variants
- If this item is approved to move forward, additional assets and a campaign will be developed in partnership with Symblaze, the Chamber of Commerce, and City staff.

3) Future Agenda Items Discussion

- Todd Johnson provided an update on the New York City Business Retention Trip to be held 10/18 - 10/22; New York businesses will be requiring proof of vaccination; the Evening with the Mayor event will be held at Greystone Mansion and Gardens on Thursday, 10/7.

ADJOURNMENT

Date / Time: August 31, 2021 / 3:34 PM