



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

**Beverly Hills City Council Liaison / CVB/Marketing Committee**

**TELEPHONIC VIDEO CONFERENCE 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)**

**MEETING HIGHLIGHTS**

Wednesday, June 30, 2021

6:00 PM

**MEETING CALLED TO ORDER**

Date / Time: June 30, 2021 / 6:01 PM

**IN ATTENDANCE:** Mayor Bob Wunderlich; Vice Mayor Lili Bosse; City Manager George Chavez; Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery; Magdalena Davis; Todd Johnson; Beverly Hills Conference and Visitors Bureau CEO Julie Wagner, John Bendheim; Linda Briskman; Sandy Murphy; Bianca Heyward; Executive Assistant Lisa Karson.

**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) Review of 2021 Beverly Hills Conference and Visitors Bureau (CVB) Spring Domestic Marketing Programs and Results**

- FY 20/21 Reallocation Initiative Review from March 18 Liaison meeting; total amount of reallocation was \$545,000 to new initiatives including:
  - 'As You Wish' Campaign amplification
  - 'Visit California' Expedia Co-op Campaign
  - 'What If' Campaign
  - Madden Media Retargeting and Hotel Referral Campaign
  - 'It's Always Sunny in Beverly Hills' Media Campaign
  - Sending Sunshine Hotel Video Partnership Features
  - NBC placement and digital advertisement through the Sojern Network
  - Conde Nast Video Partnership

### 3) **Review of 2021-2022 CVB Summer/Fall/Holiday Destination Campaign Creative**

- Campaign creative showcases Beverly Hills through a modern lens, making use of vibrant colors, collage design, diverse models and typography for a strong visual aesthetic. The three Campaign Flights are:
  - Summer | Far From Ordinary (July – September 21)
  - Fall | Cooler Than Fall (September 22 – November 14)
  - Holiday | TBD (November 15 – December 31)

### 4) **Future Agenda Items Discussion**

- The CVB will be coming back in this fiscal year quarterly to meet to discuss various projects and their work plan as they did last fiscal year.

## **ADJOURNMENT**

Date / Time:

June 30, 2021 / 6:36 PM