



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

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Thursday, October 21, 2021
6:30 PM

MEETING CALLED TO ORDER

Date / Time: October 21, 2021 / 6:31 PM

IN ATTENDANCE: Councilmember Julian A. Gold, M.D., Deputy City Manager Gabriella Yap, Management Analyst Gabrielle Ressa, Chair Noelle Freeman, Vice Chair Tiffany Davis, Sabrina Cohan, Kipton Cronkite, Noah Etessami, Kaveh Farshad, Johan Gyllenkrok, Kory Klem, Nano Melkumian, Alana Morgan, Anjali Rajpal, Charles Smith, Raven Vermeil

1) Public Comment

Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: None

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

3) Welcome & Introductions

a. Next Beverly Hills Chair Noelle Freeman and Vice Chair Tiffany Davis

- Chair Noelle Freeman and Vice Chair Tiffany Davis welcomed the group.

b. Mayor Robert Wunderlich and Councilmember Julian A. Gold, M.D.

- Councilmember Julian A. Gold, M.D. welcomed the group and relayed information about First Thursdays and the Chamber of Commerce Business Attraction & Retention Mission.

c. Self-Introductions of Guests and Prospective New Members

- Nano Melkumian introduced herself to the group.
- James Cannon introduced himself to the group.

4) New Business

a. Next Up – City Announcements for the Next Generation

- The Committee relayed information about Wellness Wednesdays, the Halloween photo contest, and the Community Emergency Response Team (CERT) program. Councilmember Julian A. Gold, M.D. highlighted the importance of the CERT program.

b. Citywide Valet

- The Committee discussed the results of the survey regarding Citywide valet, including location, timing, cost, signage, electric car charging, Open BH, business needs, vehicle traffic, pedestrian needs, and other details associated with street parking and garage parking. Councilmember Julian A. Gold, M.D. highlighted the importance of various transportation options, including valet,

the trolley, parking, metro, rideshare applications or other parking applications, and the options to potentially find a way to provide a valet service in the City.

c. 2020-2021 Time Capsule

- Vice Chair Tiffany Davis discussed a proposal for the Committee to have a time capsule from 2020-2021 to open in the future.

5) Current Business

a. Subcommittee Updates

i. First Thursdays

- Chair Noelle Freeman discussed participating businesses offerings.

ii. Next-Gen Art

- Kipton Cronkite presented a proposal for a temporary art installation for Kevin Hees.

iii. Charity

- There was no discussion for this item.

iv. Marketing

- Raven Vermeil discussed First Thursdays, the trolley, and a reminder to tag accounts on social media.

v. Events

- Anjali Rajpal spoke about the Chamber of Commerce event, *An Evening with the Mayor, the State of the City Address* and a possible Halloween event.

vi. Business & Economic Impact

- There was no discussion for this item.

vii. Next Gen Civic Action

- There was no discussion for this item.

b. Open Discussion (Share interesting next-gen related info, events, invites, and ideas)

- There was no discussion for this item.

6) Future Agenda Items Discussion

- There was no discussion for this item.

7) Adjournment

a. The upcoming Next Beverly Hills Committee is scheduled for Wednesday, November 17, 2021 at 6:30 PM.

- Date / Time: October 21, 2021 / 7:31 PM