



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
4th Floor Conference Room A

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

MEETING HIGHLIGHTS

Thursday, January 30, 2020
3:00 PM

MEETING CALLED TO ORDER

Date / Time: January 30, 2020 / 3:00PM

IN ATTENDANCE: Mayor John Mirisch, Councilmember Lili Bosse, Assistant City Manager Nancy Hunt-Coffey, Police Chief Sandra Spagnoli, Fire Chief Greg Barton, Marketing and Economic Sustainability Manager Laura Biery, Special Events and Filming Coordinator Magdalena Davis, Executive Assistant to City Council Adrienne Tarazon, Irene Boujo (Mindy Weiss Party Consultants, Murray D. Fischer (Attorney at Law), Mary Dominguez (Children's Hospital), Adora Manalo (Beverly Wilshire Hote), Carolyn Folks (Entertainment Studios), Howard Sunkin (LA Marathon), Stacy Embretson (LA Marathon), Melissa Christian (LA Marathon), John Palmer (LA Marathon), Murphy Reinshreiber (LA Maration), Scott Dreier (Doris Day Animal Foundation), Evan Johns (Australian Consulate), Erin Gray (Australian Consulate), Gary Levitt (Sequoia Productions).

1) Public Comment

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

- Steve Mayer provided comment and concern regarding the Los Angeles Marathon impact to the City, specifically near Doheny Drive, Burton Way, and Civic Center Drive.

2) Request from Entertainment Studios for Special Event Alleyway Closure at the Beverly Wilshire Hotel on February 9, 2020

- The Beverly Wilshire, Mindy Weiss Event Company and Entertainment Studios CEO/celebrity host Byron Allen request direction for a one-day special event which includes a street closure of the alleyway connecting Charleville with S. Rodeo Drive. The closure will also include lane use of S. Rodeo Drive on Sunday, February 9, 2020 for an Oscar gala benefitting Children's Hospital Los Angeles. A sidewalk closure will be in effect on S. Rodeo Drive with regular hotel and valet operations to continue.
- Liaisons recommended approval of the event.

3) Los Angeles Marathon on March 8, 2020

- The annual Conqurs Endurance Group Los Angeles Marathon 'Stadium to the Sea' is scheduled for Sunday, March 8, 2020. The race is in its tenth year with

the route going through the cities of Los Angeles, West Hollywood, Beverly Hill and Santa Monica. Miles 16-18 will be hosted in Beverly Hills.

- Conqurs Endurance Group is now merged with The McCourt Foundation, a non-profit and has requested CVB sponsorship to provide race entertainment throughout iconic portions of Beverly Hills.
- The route for March 2020 is exactly the same as the previous race with extensive notification provided throughout the Beverly Hills community, which includes information for residents, businesses, churches and temples along the route.
- Both the Rodeo Drive Committee and Beverly Hills Chamber of Commerce have indicated their support. Businesses have requested that the Marathon maintain opening streets by 1:00pm.
- Liaisons recommended approval of the event.

4) Proposal of City Declaration for Doris Day Day and Partnership of Doris Day Animal Foundation Event

- A request from the Doris Day Animal Foundation (DDAF) was received for the City to declare April 3, 2020 as *Doris Day Day*, a celebration of actress and former resident Doris Day. The request includes a proposal event partnership: *Doris Day Day*, a celebration of the life and legacy of Doris Day, including her work with animal rescue. The proclamation and event will provide an opportunity to assist local nonprofits to find homeless animals forever homes at a community gathering held at City Hall also featuring Amanda Foundation rescue dogs.
 - Staff requested City Council Liaison direction on the following:
 - City declaration of April 3, 2020 as *Doris Day Day*
 - Approval to waive City costs/fees for use of the Municipal Gallery and the Crescent Side of City Hall
 - Waiver of City fees associated with parking in the Crescent parking structure
 - Sponsorship of light refreshments for the event
- Liaisons recommended approval of the event.

5) Request by Australian Consulate-General to Waive Permit Fees for G'Day USA Standing Together Fund Raiser for Bushfires Relief Efforts

- The report submitted to the City Council Liaisons is an update to the previously Council approved alleyway closure event G'Day USA held at the Beverly Wilshire Hotel on January 25, 2020. Given the recent severe bushfires across Australia, the Australian Consulate-General requests that Council waive permit fees in order to directly support relief efforts. The waived fees would go directly to the foundation fund created for the bush fire relief or wildlife fund.
 - Staff requested direction for the City Council Liaisons regarding approval of a waiver of permit fees in any amount, up to the total of \$10,941.00 in permit fees to support Australian bushfire efforts. All waivers of this amount must be approved by City Council.
- Liaisons recommended approval waiver of permit fees.

ADJOURNMENT

Date / Time:

January 30, 2020 / 3:41PM