



CITY OF BEVERLY HILLS

455 N. Rexford Drive
Beverly Hills, CA 90210
Virtual Meeting

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Thursday, June 17, 2021
6:30 PM

MEETING CALLED TO ORDER

Date / Time: June 17, 2021 / 6:31 PM

IN ATTENDANCE: Mayor Robert Wunderlich, Councilmember Julian A. Gold, M.D., Assistant City Manager Nancy Hunt-Coffey, Director of Community Services Jenny Rogers, Director of Public Works Shana Epstein, Interim Assistant Director of Public Works Gilbert Borboa Jr., Marketing and Economic Sustainability Manager Laura Biery, Senior Management Analyst Melissa Gomez, Water Quality Specialist Jason Dyogi, Management Analyst Gabrielle Ressa, Noelle Freeman, Tiffany Davis, Allison Adams, Bob Bibeault, Ori Blumenfeld, Christine Chen, Marianne Chambers, Cory Charlupski, Bradley Caro Cook, Kipton Cronkite, Erika De La Cruz, Noah Etessami, Kaveh Farshad, Sharon Ghalchi, Johana Hernandez, Alex Herrarte, Joel Hile, Irma Hopkins, Todd Johnson, Kory Klem, Nick Lara, Derrick Ontiveros, Ariel Ouziel, Pierre Patrick, Anjali Rajpal, Tiffany Saidnia, Charles Smith, Raven Vermeil

1) Public Comment

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

Speakers: One Committee member made a public comment regarding electric car charging stations in City facilities.

2) Welcome & Introductions

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

- Noelle Freeman and Tiffany Davis welcomed the group.

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

- Mayor Robert Wunderlich and Councilmember Julian A. Gold, M.D. welcomed the group and remarked on efforts to energize the City post COVID-19.

- c. **Self-Introductions of Guests and Prospective New Members**

- Erika De La Cruz introduced herself.
- Marianne Chambers introduced herself.
- Ariel Ouziel introduced herself.
- Sharon Ghalchi introduced herself.

3) New Business

- a. **ReThinkBHTap**

- Gilbert Borboa Jr., Melissa Gomez, and Jason Dyogi provided information on the #ReThinkBHTap campaign to educate residents about the benefits of tap water.

- b. **Cutlery Campaign**

- Gilbert Borboa Jr., Melissa Gomez, and Jason Dyogi provided information on the proposed single-use plastic cutlery ordinance.

c. Subcommittee Updates

i. Next Gen Art

- Kipton Cronkite took a moment to thank the Beverly Hills City Council, the Arts and Culture Commission, the Human Relations Commission, the Next Beverly Hills Committee, and Director of Community Services Jenny Rogers for their work in the “Visions of the Future” art installation campaign. The first installation in the series is by the artist James Goldcrown. Noelle Freeman remarked on the upcoming event to kick-off the series.

d. Energizing the City Post-COVID-19

- Noelle Freeman and Tiffany Davis discussed the following options to help energize the City post COVID-19: First Fridays, events in Beverly Cañon Gardens, and a street closure for an event. Johana Hernandez invited the Committee to the upcoming Glaudi event. Mayor Wunderlich suggested the idea of First Thursdays.

4) Current Business

a. Subcommittee Updates

i. Business & Economic Impact

- Ori Blumenfeld and Noah Eteessami introduced Nick Lara from the Beverly Hills Chamber of Commerce who presented membership options and information for interested businesses in the City and upcoming Chamber events. Councilmember Gold remarked on the benefits of working with the Chamber. Todd Johnson discussed the upcoming business trips with the Chamber and potential future businesses in the City. Mayor Wunderlich and Councilmember Gold encouraged new and interesting businesses in all areas of the City.

ii. Next Gen Civic Action

- There were no updates for this item.

iii. Charity

- Allison Adams informed that this month is Alzheimer’s and Brain Awareness Month and highlighted “Music Mends Minds”, a nonprofit that creates musical support groups for people with neurocognitive disorders. Jenny Rogers reminded of the upcoming “Make Music Day” event in the City.

iv. Marketing

- Raven Vermeil promoted the upcoming event Beverly Hills Tour d’Elegance, an iconic car rally traveling through Beverly Hills. Raven took a photo of the Committee for marketing.

v. Events

- Anjali Rajpal highlighted the Beverly Hills Tour d’Elegance, and provided event information and details. Anjali provided information on potential future events.

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

- There was no discussion for this item.

5) Future Agenda Items Discussion

- There was no discussion for this item.

6) Adjournment

b. The upcoming Next Beverly Hills Committee is scheduled for July 22, 2021 at 6:30 PM.

- Date / Time: June 17, 2021 / 7:34 PM