



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

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

**TELEPHONIC VIDEO CONFERENCE MEETING**

**Beverly Hills Liaison 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)**

**One tap mobile**

**+16699009128,,5161912424# US**

**+18335480282,,5161912424# US (Toll-Free)**

**MEETING HIGHLIGHTS**

Wednesday, April 28, 2021

11:30 AM

**MEETING CALLED TO ORDER**

Date / Time: April 28, 2021 / 11:30 AM

**IN ATTENDANCE:** Mayor Bob Wunderlich; Vice Mayor Lili Bosse; Gabriella Yap, Deputy City Manager; Laura Biery, Marketing and Economic Sustainability Manager; Cindy Owens, Policy & Management Analyst; Kathy Gohari (RDC); Mark Tronstein; Juliane Kringe; Thaly Zollinger; Adrienne Tarazon, 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.

- No public comment

**2) Proposed Fiscal Year 2021-2022 Rodeo Drive Committee Social Media and Website Funding Request**

- The staff report provided a proposal from the Rodeo Drive Committee ("RDC") for base funding to continue ongoing operational projects for FY 2021/22 ("FY 21/22"). The RDC receives funding from the City's Tourism and Marketing Budget, which is funded through the City's transient occupancy tax. This base request for the RDC is \$148,332 for FY 21/22.

- The RDC's proposed annual work plan and funding request of \$148,332 for FY 21/22 is for digital marketing management, content creation, and ongoing website maintenance. These tools will be used for:
  - Website Updates and Management,
  - Social Media Management
  - General Topics and RDC Member Check-Ins.
  
- To address global trends, the following have been identified as priorities for FY 21/22:
  - Instagram
  - Pinterest
  - Facebook
  - Tik Tok
  - Clubhouse
  
- To carry out the proposed Work Plan for FY 21/22, with no additional programming, the RDC requests \$148,332 in Tourism & Marketing funding plus an optional add-on for \$10,000 for the creation or buying of content.
  
- The Council liaisons reviewed and approved the funding request.

**ADJOURNMENT**

Date / Time:

April 28, 2021 / 12:08 PM