



CITY OF BEVERLY HILLS

Teleconference/Video Conference Meeting

<https://www.gotomeet.me/BevPublic>

No password needed

United States (Toll Free): 1-877-309-2073 or United States: +1 646-749-3129

Access Code: 696-005-941

Beverly Hills City Hall

Beverly Hills, CA 90210

Beverly Hills City Council Liaison / Small Business Assistance Task Force Committee

SPECIAL MEETING HIGHLIGHTS

Monday, January 25, 2021

10:00 AM

MEETING CALLED TO ORDER

Date / Time

January 25, 2021 / 10:03am

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Julian Gold, MD., Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Administrative Intern Luis Gonzalez, Todd Johnson (Chamber of Commerce), Blair Schlecter (Chamber of Commerce), Daniel Bermudez (Chamber of Commerce), James Anderton, Jeff Tilem, Giorgio Sease, Umberto Savone, Chris Bonbright, Shawn Shenefield, David Mirharooni, Houman Mahboubi, David Laredo, Sean Nass, Maria D'Auria, Rachelle Meredith, Jeff Kopps, Thea Mesina, Johana Hernandez

1) Public Comment

None.

2) Welcome, Introductions and Purpose of the Task Force

- Introduction by the Chamber of Commerce.

3) Potential Recommendations for the City of Beverly Hills from the Task Force

- The members of the Task Force discussed and took a vote to approve the following items:
 - Create 1-2 pages regarding the architectural review process and communicate recent updates to signage process. – approved unanimously
 - Officially updating City Municipal Code to allow “Leased” signs to remain on storefronts for additional time (beyond the currently permitted 30 days) – approved unanimously
 - Extension of OpenBH Program – approved unanimously
 - Possible expansion of outdoor dining to be determined by City Council.
 - Liaisons support expansion of the OpenBH permitted outdoor dining in some shape or form at least until December 31, 2021.

4) Small Business Programming

- Presentation on My Beverly Hills virtual mixers by Chamber of Commerce. Those interested please reach out to Daniel Bermudez, Program Manager dbermudez@beverlyhillschamber.com
- Upcoming Virtual Event by the Chamber of Commerce
 - 1/26 New Laws Your Business Needs to Know for 2021 at 3pm
 - 2/18 COVID Vaccine Communication for Employers at 3pm
 - 2/4 New Cal/OSHA Regulations Your Business Should Know Webinar on Thursday at 4pm.

5) Future Goals of the Task Force

- Task Force members discussed possible topics for the Small Business Task Force to explore in the coming months including:
 - More advocacy from the Chamber/City at the state and local level to minimize Covid-19 impacts to restaurants.
 - Look for more opportunities to support and create experiential retail to steer consumers towards visiting Beverly Hills.
 - Explore parking options during peak shopping months and other barriers to visiting including reducing or restricting parking fees or fines.
 - Increase security/ambassador presence in business triangle, and more support to deter vandalism.

6) Adjournment

Date / Time

January 25, 2021 / 11:00am