



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
Municipal Gallery

### **Next Beverly Hills Committee Meeting**

### **SPECIAL MEETING HIGHLIGHTS**

Tuesday, January 29, 2019  
8:00 AM

#### **MEETING CALLED TO ORDER**

Date / Time: January 29, 2019 / 8:05 AM

**IN ATTENDANCE:** Mayor Gold, Councilmember Wunderlich, Marketing and Economic Sustainability Manager Laura Biery, Management Analyst Michael George, Chair Kaveh Farshad, Vice Chair Derrick Ontiveros, Naima Blasco, David All, Rita Ortiz, Robbie Anderson, Ben Reiss, Pierre Patrick, Noelle Freeman, Irma Hopkins, Samuel Hodara, Cory Charlupski, Ariel Mossazadeh, Joel Hile, Gilberto Vega, Pamela Hakakian, Darrel Smith, Kipton Cronkite, Bob Bibeault, Bradley Cook, Dan Perman, Matty Mo, Noah Etesami, Pilar Llorente, Jon Gluck, Kory Klem, Jonathan York, Cloe Hakakian, Jennifer Okhovat, Steven Weinglass, Anjali Rajpal, and Adonis Simmons.

#### **1) Public Comment**

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

Speakers: Robbie Anderson suggested the use of bollards instead of k-rail on Rodeo Drive, and to remove the #BOLDBH social media boxes.

#### **2) Welcome**

##### **a) Beverly Hills Mayor Julian Gold and Councilmember Bob Wunderlich**

- Mayor Gold and Councilmember Wunderlich provided background information on the Committee.

##### **b) Next Beverly Hills Chair Kaveh Farshad and Vice Chair Derrick Ontiveros**

- Chair Kaveh Farshad and Vice Chair Derrick Ontiveros provided overview of the Committee and its current structure.
- Former Chair Jon Gluck provided closing remarks on his term as Chair of the Committee.

##### **c) Self-Introductions of Guests and New Members**

- Robbie Anderson, commercial real estate entrepreneur and author (first time)
- Matty Mo, artist
- Jonathan York, local attorney (first time)
- Jennifer Okhovat, current Team BH participant (first time)
- Daniel Perman, local neurologist (first time)
- Ariel Mossazadeh, local attorney (first time)
- Anjali Rajpal, local dentist
- Samuel Hodara, local financial professional (first time)

**d) Opening Announcements**

- Chair Kaveh Farshad introduced the Committee and its mission to create an ecosystem of next generation leaders in Beverly Hills.

**3) Current Business**

**a. 2019 Priority Setting**

- Committee Chair Kaveh Farshad announced the annual priority setting exercise to the group and discussed the online voting process.
- The Committee deliberated on various potential priorities for the coming year, including health, economic development, innovation, partnerships with Israel, history of the City, entrepreneurship, and youth.

**b. 2019 Initiatives/Subcommittee Leadership Enrollment**

- The Chair and Vice Chair announced that the leadership and team member lists for the various Subcommittees will be open for new enrollment, and an email will be sent out inviting individuals to volunteer.

**c. Initiative Subcommittees Updates:**

**1. Next Night**

- Previous Next Night Chair Cory Charlupski briefly mentioned the background on the Next Night initiative.

**2. Next Beverly Hills Incubator**

- Next Beverly Hills Incubator Co-Chair Bradley Cook gave an update on the Incubator and the mission of the Initiative. A short video encapsulating the Incubator experience was screened as part of the update.

**3. North Canon Wall Mural Art**

- North Canon Wall Mural Art Initiative Subcommittee Co-Chair Kory Klem shared that the next step before the installation of the art is for the City and the Los Angeles County Metropolitan Transportation Authority to agree on the Memorandum of Agreement for the construction. Kory also shared that the selected art consulting firm has been working with the stakeholders.
- Robbie Anderson indicated that he has several archival photographs of the City and would be interested in offering them to potentially be included as a component of the art installation.

**4. Next Gen Housing**

- No update was provided.

**5. Mayor's Initiatives Collaborations**

- Committee Liaison Mayor Gold shared brief updates on mayoral initiatives and indicated that they will change when the new mayor begins their term in March 2019.

**d. Standing Subcommittees Updates:**

**1. Marketing Subcommittee**

- Marketing Subcommittee Chair Noelle Freeman provided an update on the recent successes of the Committee's social media campaigns.
- **Social Media Chair**
  - No update was provided.

**2. Membership Subcommittee**

- Membership Subcommittee Chair David All reported that his team has developed a recommendations paper outlining new processes and procedures for managing Committee membership, including new sign-in sheets for tracking attendance and mailing lists.

**3. Events Subcommittee**

- Events Subcommittee Chair Kipon Cronkite announced that he has secured Spring Place as a venue for an upcoming event on March 27, 2019.

**e. Community Liaisons Reports**

- Committee Chair Kaveh Farshad announced that the Community Liaisons list will be open for new enrollment
- Arts & Culture Co-Liaison Joel Hile shared an updated local arts event calendar with the Committee.

**4) New Business**

**a) Pitch (New initiative proposals)**

- None.

**b) Tell (Share interesting and relevant next-gen related info and events)**

- Next Beverly Hills member Ben Reiss mentioned details about an event hosted by the Space Foundation.
- Artist Matty Mo shared information about his pop-up art experience on Beverly Drive.

c) Next Meeting: February 26, 2019, at 8:00am-9:30am

**5) ADJOURNMENT**

Date / Time: January 29, 2019 / 9:30 AM