



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:**

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
<https://beverlyhills-orq.zoom.us/my/committee>

Meeting ID: 516 191 2424

Passcode: 90210

You can also dial in by phone:

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+16699009128,,5161912424# US

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MEETING HIGHLIGHTS

Friday, April 23, 2021

10:00 AM

MEETING CALLED TO ORDER

Date / Time: April 23, 2021 / 10:01 AM

IN ATTENDANCE: Mayor Bob Wunderlich; Vice Mayor Lili Bosse; Nancy Hunt-Coffey, Assistant City Manager; Gabriella Yap, Deputy City Manager; Gregory Barton, Fire Chief; Tatiana Szerwinski, Assistant Director of Finance; David Yelton, Assistant Director of Community Development; Laura Biery, Marketing and Economic Sustainability Manager; Captain Scott Dowling, BHPD; Sergeant Donald Chase, BHPD; Keith Sterling, Public Information Officer; Cindy Owens, Policy & Management Analyst; Gabrielle Ressa, Management Analyst; Kathy Gohari (RDC); Bruce Meyer (Rodeo Drive Concours); Tom Kenney, (Rodeo Drive Concours); Paul Marks (J. Ben Bourgeois Productions); Lisa Karson, 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) **Proposal for the Beverly Hills Tour d'Elegance (June 20, 2021)**

- The concept of a “drive-thru” moving car show through the streets of Beverly Hills is being proposed in place of the traditional car show. The event will be taking place on Father’s Day, Sunday, June 20, 2021.
- Car enthusiasts throughout the country will be making the trip to Beverly Hills to participate in the event; celebrities Jay Leno, Jeff Dunham and Caitlyn Jenner have expressed interest in participating as well; BHFD will participate with their antique firetruck.
- Social media, advertisements placed in the Beverly Hills Courier, street pole banners, and other outreach efforts will bring awareness to the community of the new concept this year. A Nixle alert and Everbridge message to residents regarding the event was requested.
- Community donations are funding this event with Diamond Sponsor O’Gara sponsoring the banners that will be installed on Rodeo Drive.
 - Street pole banner design was approved with changes, Mayor and Vice Mayor suggested wording be changed on banners to clarify that location of the event is not Only On Rodeo by removing the hashtag and the RDC logo from the banners.
 - Vice Mayor suggested using A-frame valet signs to advertise throughout the City outside city-owned parking garages as well as placing street pole banners on additional streets besides Rodeo Drive such as N Beverly Drive and N Cañon Drive.
- A waiver of fees is requested, estimated at \$13,850; requested for the City to cover staffing costs and the costs of advertisements with the local newspapers.
- Logistics discussed including BHPD escorting the car rally the entire route, including a small portion in Los Angeles; there will be no issues from Metro as no work is performed on Sundays.
- The proposal for the Beverly Hills Tour d'Elegance will be presented to Council at the 05-04-2021 City Council meeting.

ADJOURNMENT

Date / Time:

April 23, 2021 / 10:44 AM