



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 Event/Holiday Program
Committee:**

MEETING HIGHLIGHTS

Thursday, April 18, 2019
2:00 PM

MEETING CALLED TO ORDER

Date / Time: April 18, 2019/ 2:00 PM

IN ATTENDANCE: Mayor John Mirisch, Councilmember Lili Bosse, City Auditor Eduardo Luna, Assistant City Manager George Chavez, Director of Finance Jeff Muir, Director of Community Services Nancy Hunt-Coffey, Assistant Director of Community Services Pam Shinault, Recreation Services Manager Kristin Buhagiar, Community Outreach Manager Huma Ahmed, Marketing and Economic Sustainability Manager Laura Biery, Policy and Management Analyst Cindy Owens, Special Event and Filming Coordinator Magdalena Davis, Administrative Intern Luis Gonzalez, Kaveh Farshad (NBHC), Derek Ontiveros (NBHC), Noelle Freeman (NBHC), Alex Sarican (NBHC), Adonis Simmons (NBHC), Chloe Bearzatto (LVMH), Yann Meyer (LVMH), Katie Bozzi (LVMH), Campbell Bromberg (LVMH), Cara Kleinhaut (RDC/Agenc), Darren Bigras (RDC/Agenc), Dana Pusateri (RDC/Agenc), Nicola Cagliata (RDC), Kathy Gohari (RDC), Maria D' Auria (Il Fornaio), Ceci Feitshans (MTLA), Anthony Pasqualone (MTLA), Genny Nevoso (IACCW), Gregory Haller, Steve Mayer, David Gingold

1) Public Comment

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

- Community member David Gingold objected the new traffic pattern in the southwest area and how it limited access to Rodeo Dr. and surrounding shopping districts.

2) Proposed Art Exhibit Hosted by Louis Vuitton Moet Hennessy (LVMH) at 468 N. Rodeo Drive (former Brooks Brothers building)

- LVMH requested the liaisons direction on expedited permits for a proposed art exhibit from June 25 – September 15 (Final date TBD).
- Exhibit will consist of a various art pieces and rooms with various themes
- Would require temporarily changing the outside appearance of the structure
- Will consist of a temporary bookstore and cafe
- Hours will vary but will be consistent with foot traffic and will be expanded to participate in Summer BOLD programming
- This exhibit will be the first of its kind globally
- Promotion for the event will be handled through LVMH and RDC's channels.
- LVMH plans to release media plan by May

- Expedited permits will consist of building and special events permits
 - While the use of the building after the exhibit still has not been determined, Mayor Mirisch requested that the transition time be limited in between exhibits
 - Liaisons agreed to expedite permits and will be presented as a consent item at May 7th meeting
- 3) Proposed Event: La Vendemmia Beverly Hills on Rodeo Drive
- This event is proposed for the week of October 14-20, 2019.
 - La Vendemmia is an annual, luxury based fashion and wine event in Milan, Italy in October.
 - La Vendemmia would like to City partnership to bring a similar event to the City.
 - Requested approval of a partial street closure 300 block 6-9pm, (Date TBD)
 - While there is an element of the event that is private, the activities on Rodeo will be open to the public
 - Liaisons approved event in concept but recommended that the event be consistent with Italian branding.
 - Liaisons recommended La Vendemmia seek out sponsors other than automakers as the placement of vehicles on the street was not approved.
- 4) Update: Annual Rodeo Drive Concours d'Elegance Car Show
- Event to be on Father's Day June 16
 - This annual event to be in its 26th year.
 - Will be marketed as a Father's Day Car Show
 - Bentley Sponsored event
 - VIP Lounge will be on the Roof Deck at Louis Vuitton
 - Will have the same elements as Concours d'Elegance 2018
- 5) Proposal from the Rodeo Drive Committee for BOLD Summer 2019
- BOLD 2019 will feature a Mr. Brainwash (Thierry Guetta) theme per the Liaison's choice
 - Rodeo banners to be designed by Mr. Brainwash
 - Social Art Installation will have a "Big Bags, Little Dogs" theme.
 - Color palette was updated to match a more gender neutral.
 - BOLD Summer Kick-Off scheduled on Thursday, August 1, 2019 and will feature:
 - Live sculpture by Mr. Brainwash
 - Various musical performances
 - Refreshments on Rodeo
 - Fireworks on Rodeo
 - General BOLD Summer Programming
 - Interactive programs
 - Architectural Tours
 - Liaisons approved enhanced audio on Rodeo
 - Liaisons approved the proposed programming in concept
 - Will be presented at May 7 City Council Meeting
- 6) Proposal for City and Next Beverly Hills Committee BOLD Summer 2019
- Presentation by AgenC on Summer BOLD Installations
 - Social Art installations will be installed
 - Social Art installations Sculptural Waves theme recommended by Liaisons
 - Art installations will have the same budgeted amount as last year.
 - Request by Mayor Joh Mirisch to find out the possibility of a Beverly Hills is Beautiful" City commission piece.
 - Presentation by Next Beverly Hills Committee for Next Night: BOLD Finale
 - Shared 2018 Next Night milestones

- Requested Liaison input on event location, Liaisons agreed to keep event on S. Beverly Dr.
 - Next Night 2019
 - Event will be free and open to the public.
 - Proposed entertainment will be similar to last years
 - Request for use of sponsors
 - Request for additional \$30,000 in funds to be used for marketing, professional videography, online influencers, and additional event experiences.
 - Liaison Recommendations
 - Request for additional \$30,000 in funding approved but to be used to provide additional event experiences only.
 - Event marketing to be handled with regular Summer BOLD promotional channels.
 - Recommended that Next Night use in house Cable Department to produce video content.
 - approved request for sponsors only to bring associated event costs down
- 7) Update on Mayor's Initiative for Arts and Cultural Programming (Current – July 2019)
- Arts and Culture Ordinance, Tuesday, April 16
 - Israel Independence Day Sing-Along, Thursday, May 2, 7:00PM-9:00PM
 - Reading of Shakespeare's *Love's Labour's Lost*, May 6, 2019
 - Beverly Gardens Grand Re-opening Event, Thursday, May 30, 5:00PM-7:00PM
 - Beverly Hills Proms, Saturday evenings, June 8 to August 17 (Time TBD)
 - Shakespeare Institute, July 8, 12, 15, 17, 2019
 - Proposed 4-Day workshop to be hosted at La Cienaga Park organized by Shakespeare Institute of Los Angeles and the UCLA William Andrews Clark Memorial Library
 - Event organizers request waiver of fees for the use of La Cienaga, approved by Liaisons in concept
 - Liaisons recommended that an invitation be extended to LAUSD
 - Beverly Hills International Music Festival, July 26, 27, 29, 30, 2019 at Greystone
 - and July 25th at Concerts on Cañon
 - Play Ball Baseball Event, (Date TBD)
 - Ringo Starr Art Dedication and Concert, (Date TBD)
 - British Music Hall Sing Along, (Date TBD)
- 8) Donation of Peace and Love by Ringo Starr
- Present item to City Council for approval of a stainless steel Peace and Love statue to be placed in front of City Hall Crescent Side.

ADJOURNMENT

Date / Time:

April 18, 2019 / 4:14 PM