



CITY OF BEVERLY HILLS

455 N. Rexford Drive
Beverly Hills, CA 90210
Municipal Gallery

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Tuesday, July 30, 2019
8:00 AM

MEETING CALLED TO ORDER

Date / Time: July 30, 2019 / 8:01 AM

IN ATTENDANCE: Councilmember Gold, Councilmember Wunderlich, Director of Community Development Susan Healy Keene, Director of Public Works Shana Epstein, Marketing and Economic Sustainability Manager Laura Biery, Management Analyst Michael George, Kaveh Farshad, Derrick Ontiveros, Naima Blasco, Adonis Simmons, Alex Sarican, David All, Henry Alfano, Noelle Freeman, Allison Adams, Noah Etessami, Ryan Gohlich, Joel Hile, Benjamin Reiss, Jihoon Ha, Henry Jiang, Alex Breiterman, Anjali Rajpal, Carolyn Kangavari, Jon Gluck, Abigail Philbin, Pierre Patrick, Ethan Bazarganfard, Shahene Nili, Sher Chaudhary, Cory Charlupski, Tal Navarro, Gazelle Rastegar, Blair Schlecter, and Steven Weinglass

1) Public Comment

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

Speakers: None

2) Welcome

a) Beverly Hills Councilmember Julian Gold and Councilmember Robert Wunderlich

- No update

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

- Chair Kaveh Farshad provided an overview of the Committee.

c) Self-Introductions of Guests and New Members

- Henry Jiang, Next Beverly Hills Incubator Alumnus
- Jihoon Ha, Next Beverly Hills Incubator Alumnus
- Alex Breiterman, Next Beverly Hills Incubator Mentor

d) Opening Announcements

- None

e) Special City Presentation: Laura Biery will present regarding the 2019 Summer BOLD Program – “Beverly Hills Open Later Days”

- City of Beverly Hills Marketing and Economic Sustainability Manager Laura Biery informed the meeting attendees about the City’s BOLD initiative and answered questions about the elements of the program.

3) Current Business

a. Initiative Subcommittee Updates:

1. Next Night

- Next Night Chair Alex Sarican indicated the event planning is making progress, shared details about the event including the pink carpet entrance area, and that vendor contracts are being finalized.

2. Next Beverly Hills Incubator

- Next Beverly Hills Incubator Co-Chair Tal Navarro updated the meeting attendees on the four recent companies that went through the Incubator and some of the participants gave testimony that it was a rewarding and valuable experience.

3. Next Beverly Hills Coding Bootcamp

- No update.

4. North Canon Wall Mural Art

- No update.

b. Standing Subcommittees Updates:

1. Marketing Subcommittee

- Marketing Subcommittee Chair Noelle Freeman explained how interested individuals can reserve their free ticket for Next Night 2019 and encouraged Committee members to promote the event. Noelle also mentioned that the Marketing Subcommittee is conducting outreach to local businesses on South Beverly Drive and that a “Welcome Video,” featuring Councilmember Dr. Gold, is being finalized for new Committee members.

2. Membership Subcommittee

- Membership Subcommittee Chair David All indicated they are developing ways to capture more data associated with the attendees at the Committee’s events and mixers, and that the Membership Subcommittee is developing recommendations for the Committee’s City webpage.

3. Events Subcommittee

- Committee Member Anjali Rajpal spoke on behalf of the Events Subcommittee and indicated that there was a robust attendance at the Committee’s July mixer event at the Concert on Cañon and that the Events Subcommittee is developing more potential mixers for September and October.

c. Community Liaisons Reports

- Arts and Culture Liaison Joel Hile distributed copies of the arts and culture calendar to the Committee members and promoted the upcoming season at the Wallis Annenberg Center for the Performing Arts.
- Business Liaison Ben Reiss encouraged potential collaborations with the Louis Vuitton X exhibit and mentioned the idea of hosting a potential event at the exhibit.

4) New Business

a. Pitch (New initiative proposals)

- None.

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

- Committee Chair Kaveh Farshad opened the floor for Committee members to have an open dialogue on their ideas for the City.
- Committee Member Pierre Patrick mentioned the idea of having a monthly segment about the Next Beverly Hills Committee on the City’s BHTV channel.
- Next Night Chair Alex Sarican mentioned the idea of having an open public forum offsite from City Hall.
- Committee Member Anjali Rajpal mentioned having a “Run with Next Gen” event for the purpose of building community through running and lawn bowling at Roxbury Park.

- Membership Subcommittee Chair David All suggests a charity component that could potentially target disadvantaged youth.
- Committee Member Adonis Simmons mentioned a potential toy drive for youth during the upcoming holiday season.
- Beverly Hills Chamber of Commerce representative Blair Schlecter asked the Committee members for feedback on potential businesses to target while on the annual New York Sales Mission trip hosted by the Beverly Hills Chamber of Commerce. Blair also mentioned the upcoming Evening with the Mayor event, which is scheduled for October 3, 2019.

c. Next Meeting: August 27, 2019 / 8:00 AM

5) ADJOURNMENT

Date / Time: July 30, 2019 / 8:35 AM