



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
Virtual Meeting

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Thursday, January 21, 2021
6:00 PM

MEETING CALLED TO ORDER

Date / Time: January 21, 2021 / 6:01 PM

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Julian A. Gold, M.D., Deputy City Manager Gabriella Yap, Director of Community Development Susan Healy Keene, Marketing and Economic Sustainability Manager Laura Biery, Noelle Freeman, Tiffany Davis, Allison Adams, Henry Alfano, Robert Bibeault, Ori Blumenfeld, Cory Charlupski, Kipton Cronkite, Noah Etessami, Kaveh Farshad, Judie Fenton, Johan Gyllenkrok, Jacob Hanover, Alex Herrarte, Joel Hile, Irma Hopkins, Todd Johnson, Nick Lara, Derrick Ontiveros, Anjali Rajpal, Ben Reiss, Jamie Ross, Tiffany Saidnia, Charles Smith, Raven Vermeil, Steven Weinglass

1) Public Comment

- a. Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.
Speakers: None

2) Welcome & Introductions

- a. **Mayor Lester Friedman and Councilmember Julian Gold**
- Mayor Lester Friedman and Councilmember Julian Gold welcomed the group for today's meeting, the start of the new year, and gave an update on vaccines.
- b. **Self-Introductions of Guests and Prospective New Members**
- Charles Smith introduced himself to the Committee.
 - Jacob Hanover introduced himself to the Committee.
 - Johan Gyllenkrok introduced himself to the Committee.

3) Current Business

- a. **Opening Announcements**
- Noelle Freeman presented a plaque to former Chair Derrick Ontiveros and mentioned the new Next Beverly Hills masks.
 - Mayor Friedman and Tiffany Davis discussed the Everbridge, Nixle, and Just in Case, BH alert systems in the City.
 - To sign up for Nixle alerts, text BEVHILLS and BEVHILLSPD to 888-777.
 - Visit www.justincasebh.org for more information.
 - Judie Fenton updated the Committee on her community-based, online weekly Facebook Live show.
- b. **Vice Chair Election Introduction**
- Tiffany Davis will serve as the Vice Chair for 2021.

- Tiffany Davis informed the Committee of the Instagram account @communitylifebh for updated information about various programs from the City of Beverly Hills Community Services Department.

4) New Business

a. Subcommittee Leadership Updates and Appointment Process

1. Incubator

- Noah Eteessami discussed the Incubator Subcommittee which assists business startups.
- Deputy City Manager Gabriella Yap and Todd Johnson discussed a partnership with Next Beverly Hills and the Chamber of Commerce related to the Incubator team supporting COVID recovery efforts for businesses in Beverly Hills.
- Councilmember Gold expressed his support for this idea.

2. Events

- Kipton Conkrite discussed the Events Subcommittee, both prior to COVID-19, and the recent drive-in movie series.

3. Marketing

- Joel Hile discussed virtual marketing including social media and spreading information about Next Beverly Hills in the community.

4. Membership

- Tiffany Davis discussed outreach for new membership in the Committee.

5. Coding Bootcamp

- Noelle Freeman discussed the opportunity for Community members to learn about coding.

6. Next Night

- Kaveh Farshad and Allison Adams discussed the Next Night block party event.

7. Next Gen Civic Action

- Tiffany Davis discussed the new Next Gen Civic Action Subcommittee to be involved in the civic activities of the City and bring back information to the Committee.

8. Charity

- Tiffany Davis discussed the new Charity Subcommittee to look for and vet potential charitable organizations to partner with.

b. Next Gen Voice: Housing

- Mayor Friedman discussed the requirement for building future housing units in the City.
- Councilmember Gold discussed housing needs of the next generation and rent stabilization in the City.
- Why is Beverly Hills a good option for the next generation?
 - Community, walkable, “small-town” within a larger City, safety, fire department, police department, school district, ability to get involved, livability, quality of life, “best of the best”, luxury factor
- What are some of the reasons Beverly Hills is not a viable option?
 - Parking, some locations within the City lacking walkability, lack of late night options

c. Open Discussion (Share interesting next-gen related info, events, invites, and ideas)

- Noelle Freeman reminded of the upcoming City Council meeting on January 26, 2021 and discussed the possibility of future movie events.

5) Adjournment

- a. The upcoming Next Beverly Hills Committee is scheduled for February 18, 2021 at 6:00 PM.**
 - Date / Time: January 21, 2021 / 7:00 PM