



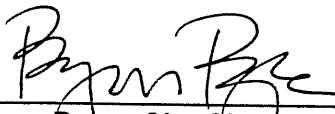
Beverly Hills City Council Liaison / Next Beverly Hills Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY HALL
Municipal Gallery
455 North Rexford Drive
Beverly Hills, CA 90210

Tuesday, March 27, 2018
8:30 AM

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Welcome
 - a. Self-Introductions of Guests and New Members
 1. a) Full name, b) Occupation, c) Beverly Hills connection, d) Next Beverly Hills interest, e) How did you hear about us?
 - b. Opening Announcements
- 3) Current Business
 - a. Initiatives Updates:
 1. Next Night 2018
 2. Next Gen Housing
 3. Beverly Hills Incubator
 4. Mayor's Initiatives Collaboration
 - b. Committees Updates:
 1. Marketing Committee
 - c. Community Liaisons Reports
 - d. Committee Operating System
 - e. NBH Monthly Mixer
- 4) New Business
 - a. Pitch (Propose new initiatives)
 - b. Tell (Share interesting next gen-related info and events)
 - c. Upcoming Meetings
 1. TBD
- 5) Adjournment


Byron Pope, City Clerk

Posted: March 22, 2018

Next Beverly Hills is a committee of talented young leaders chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic and civic needs, and to inspire them to make Beverly Hills a better place for all.



In accordance with the Americans with Disabilities Act, the Municipal Gallery is wheelchair accessible and is equipped with audio equipment for the hearing impaired. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.

**Next Beverly Hills Committee
2018 Teams List
Last revised on: March 26, 2018**

NOTE: If you're a new member interested in joining one or more of these teams, please contact Next Beverly Hills Chair Jon Gluck and Vice Chair Kaveh Farshad

INITIATIVE SUBCOMMITTEES			STANDING SUBCOMMITTEES
Next Night 2018 Subcommittee	Community Liaisons*	Next Gen Housing Subcommittee	Marketing Subcommittee
Leadership: Cory Charupski Chair	Arts Co-Liaisons: Joel Hile Jamie Ross	Leadership: Alex Polin Chair	Leadership: Noelle Freeman Chair
Boomer Welles Block Businesses Subcommittee Chair	Business Liaison: Ben Reiss	Members: Woody Clark Mark Elliot Rebecca Pynoos	Members: Ariana Escalante Social Media Chair
Tal Navarro Entertainment Subcommittee Chair	Charitable Liaison: Bradley Cook		Members: Henry Alfano Lauren Escobar Irma Hopkins Ivan Lovgren Tal Navarro
td Vendors Subcommittee Chair	Education Liaison: Alex Polin		
Members: Henry Alfano Woody Clark Noelle Freeman Joel Hile Derrick Ontiveros Liat Portal Ben Reiss	Health & Safety Liaison: open Heritage Liaison: open Parks & Recreation Liaison: open Planning Co-Liaisons: Irma Hopkins Tiffany Saidnia Public Works Liaison: open Technology Co-Liaisons: Kory Klem Derrick Ontiveros Transportation Liaison: Mark Elliot		

Next Beverly Hills Committee 2018 Social Media Strategy Overview

THEME

"The Key to Your City!"

SUMMARY

"The Key to Your City!" content unlocks actionable local lifestyle tips for Beverly Hills next gen residents. NBH's content is highly searchable, engaging, and consistent. It is executed through a comprehensive content distribution plan, targeted specifically toward Beverly Hills next gen residents ages 25-45.

"The Key to Your City!" content categories:

1. Next Gen Events
2. Next Gen City Services
3. Next Gen Business Spotlight
4. Next Gen Resident Spotlight
5. Next Gen Local Living Tips

CONTENT DISTRIBUTION

A total of 13-21 posts per week distributed across NBH's 3 social media platforms IG, FB, and TW. Consisting of original, live, and reposted content.

GROWTH

Our goal is to dramatically increase the Next Beverly Hills following and engagement through consistent branding, powerful content, strategic partnerships, social ads, and dynamic engagement interactions.

HOW YOU CAN HELP

Easy (yet powerful) ways to support our Next Beverly Hills Social Media:

- Like and comment on Instagram posts
- Like and comment on Facebook posts
- Tag yourself in Facebook photos
- Share Facebook posts
- Retweet Twitter posts

Next Beverly Hills Marketing Subcommittee 2018 Strategy Overview

2018 LEADERSHIP

- Marketing Subcommittee Chair: Noelle Freeman
 - Oversees all marketing activities and manages marketing team
- Social Media Chair: Ariana Escalante
 - Oversees all social media activity and assigns social media roles

STRUCTURE

- The Marketing Subcommittee is a subcommittee within the Next Beverly Hills Committee (“NBH”) serving the mission of NBH.
- Reports to NBH Chair and Vice Chair.
- Subcommittee leadership are appointed by NBH Chair and Vice Chair.
- Any NBH member can become a member of the Subcommittee during annual signups.
- Subcommittee members are assigned roles and managed by Subcommittee leadership.
- Subcommittee team is subject to change on an annual basis.

MISSION

The Marketing Subcommittee of the Next Beverly Hills Committee (“NBH”) is tasked with developing and executing all marketing activities related to NBH. Its purpose is to effectively communicate NBH’s objectives and initiatives as well as the City of Beverly Hills’ next gen-relevant information to the Beverly Hills community and beyond. The Marketing Subcommittee seeks to inform, inspire, and involve Beverly Hills residents between the ages of 25 and 45 through a range of digital and traditional marketing avenues.

OBJECTIVES

1. Promote NBH and its initiatives
2. Grow NBH committee membership
3. Grow community involvement
4. Deliver value to NBH members
5. Deliver value to next gen residents
6. Help shape the future of Beverly Hills
7. Encourage next gen people to plant roots in Beverly Hills

MARKETING AVENUES OF FOCUS

DIGITAL:

- Social media
- Email
- Website
- Local TV ads
- App

PHYSICAL:

- City materials
- City signage
- Event installations
- Flyers
- Mailers
- Print ads
- Signage for businesses

OTHER:

- Door-to-door
- Influencers
- Partnerships
- Publicity

Arts & Culture in Beverly Hills

THEATER

Wallis Annenberg Center for the Performing Arts
Saban Theater
Theatre 40

DANCE

Wallis Annenberg Center for the Performing Arts

MUSIC

Wallis Annenberg Center for the Performing Arts
Saban Theater
Beverly Canon Gardens

VISUAL ARTS/GALLERIES

Gagosian
The Paley Center for Media
Marc Selwyn Fine Art
Miry Art Gallery
Mouche Gallery
Galerie Michael
Denis Bloch Fine Art
Art One Gallery
Exclusive Collections Gallery
Annenberg Space for Photography
Ace Gallery
Garboushian Gallery
Karl Hutter Fine Art
Academy of Motion Pictures Arts & Sciences
LIK Beverly Hills
Timothy Yarger Fine Art
Kylin Gallery

Arts & Culture in Beverly Hills

April 2018

4/5.	Arlo Guthrie	Saban Theater	8:00pm	Music/Concert
4/5 - 4/7	L.A. Dance Project	The Wallis	7:30pm	Dance
4/8.	Dance Sunday - Salsa	The Wallis	12-2pm	Dance/Free Event
4/12 - 4/14	Dada Masilo's Giselle	The Wallis	7:30pm	Dance
4/14.	Which One's Pink-Pink Floyd Tribute	Saban Theater	9:00pm	Music/Concert
	Gene Kelly: The Legacy, An Evening with			
4/18.	Patricia Ward Kelly	The Wallis	7:30pm	Spoken Word
	Laurie Anderson: All the Things I Lost in			
4/20.	the Flood	The Wallis	7:30pm	Music/Spoken Word
4/20.	Air Supply	Saban Theater	9:00pm	Music/Concert
4/25.	Jeremy Denk, Piano	The Wallis	7:30pm	Music
4/27.	The Fab Four - The Ultimate Beatles	Saban Theater	9:00pm	Music/Concert
4/27-5/20	Blues in the Night	The Wallis	Varies	Theater/Musical
4/28.	BritWeek: A Shakespeare Jubilee!	The Wallis	7:30pm	Theater
4/28.	Gordon Lightfoot	Saban Theater	8:00pm	Music/Concert
4/29.	Nana Mouskouri	Saban Theater	8:00pm	Music/Concert

Art Galleries

<https://www.artsy.net/shows/beverly-hills-ca-usa>

Technology Committee presents
CYBERSECURITY FORUM

Come hear our distinguished panel of business leaders and experts!

Tuesday, April 3 | 5:30 - 7:30 pm | Chamber Boardroom

Moderator



Keith Kaplan | CEO
Tesla Foundation Group

Panelists



Eran Sinai | CEO
ID CyberCenter



Darren Dworkin | CIO
Cedars-Sinai Medical Center



David Perez | CEO
Omega International Group



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