



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

Wednesday, October 24, 2018
2:15 PM

MEETING CALLED TO ORDER

Date / Time: October 24, 2018 / 2:28 PM

IN ATTENDANCE: Mayor Julian Gold, Councilmember Lili Bosse, Pamela Mottice-Muller Director of Emergency Management, Resilience and Recovery, Huma Ahmed Community Outreach Manager, Magdalena Davis Special Event and Filming Coordinator, Nigel Lythgoe (BritWeek), Nathan Osadchey (City National Bank), Bianca Mircica (All Season Fitness Media ("ASFM")), Dion Jackson (ASFM), Troy Titus-Barrow (ASFM), Yasmine Campbell (Inner Voices), Evelyn Martinez (Inner Voices)

1) Public Comment

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

Speakers: None

2) Request for City Partnership for a BritWeek Car Rally and Show

- Presentation was provided to the liaisons by Nigel Lythgoe, BritWeek
- BritWeek proposal is a British car rally and show
- City partnership was requested for a waiver of fees/permits
- BritWeek would seek sponsors. The proposal also included:
 - Request for a N. Crescent Drive Street closure
 - High-end luxury vehicle motorcade to start at the Wallis along a predesignated route
Vehicles to be showcased along N. Crescent Drive and allow for the public to view cars
BritWeek would invite celebrity car owners to participate with their vehicles for the event
- Marketing plan for the event to include:
 - Use of local, British media and television through BritWeek
 - City communications platforms to share event on social media
- **City Council Liaison Direction:**
 - Approved Britweek to seek sponsorship and further develop the program;
 - This item will be included in the next upcoming City Council meeting on November 6, as an information 'C' item.
 - BritWeek will return in early 2019 to provide a formal update on the program.

- 3) **Bram Goldsmith Way Dedication and Monument Ceremony on Wednesday, November 7, 2018**
 - City National Bank representatives shared their event outline.
 - Neighboring businesses have provided their approval for the street closure.
 - Event time: 5:00PM - 6:30PM at City National Bank branch
 - Monument unveiling: 5:45PM – 6:00PM
 - Street Closure from 4:30PM – 7:30PM
 - Partial street closure from 12PM – 7:00PM
 - This item will be included in the next upcoming City Council meeting on November 6, as an information ‘C’ item.

- 4) **Updated Proposal for BHEF to Host Beverly Hills 5K-10K Walk/Run & Fitness Blast with All Seasons Fitness Media**
 - Updated proposal from Beverly Hills Education Foundation (“BHEF”) and All Seasons Fitness Media (“ASFM”).
 - BHEF plans to raise \$30,000 (minimum) in donations.
 - After BHEF exceeds the \$30,000 minimum, ASFM will receive 14% of sponsorship funding thereafter.
 - **City Council Direction:**
 - Approved event to move forward,
 - Approved the use of City logo for promotion, medals and marketing,
 - Approved one street span banner for Beverly Hills 5K/10K along Wilshire/S. Santa Monica Blvd.
 - Banner design will be reviewed by City staff
 - BHEF will currently need to return on an annual basis for approval of this event.
 - This item will be included in the next upcoming City Council meeting on November 6, as an information ‘C’ item.

- 5) **Proposal to Request City Partnership of Inner Voices: Career Summit**
 - Presentation by Beverly Hills resident Yasmine Campbell, Inner Voices
 - Overview of program goals and event outline
 - Staff Correction: Meter Reservations are \$1.50 not \$150 per hour.
 - **City Council Direction:**
 - Is a partnership with KBEV feasible
 - Work with City’s communications team for coverage
 - This item will be included in the next upcoming City Council meeting on November 6, as an information ‘C’ item.

6) **Adjournment**

ADJOURNMENT

Date / Time: October 24, 2018 / 4:45 PM