



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

**Next Beverly Hills Committee Meeting**

**MEETING HIGHLIGHTS**

Thursday, September 23, 2021  
6:30 PM

**MEETING CALLED TO ORDER**

Date / Time: September 23, 2021 / 6:33 PM

**IN ATTENDANCE:** Mayor Robert Wunderlich, Councilmember Julian A. Gold, M.D., Deputy City Manager Gabriella Yap, Management Analyst Gabrielle Ressa, Chair Noelle Freeman, Vice Chair Tiffany Davis, Allison Adams, Bob Bibeault, Sabrina Cohan, Noah Etessami, Kaveh Farshad, Johan Gyllenkrok, Joel Hile, Irma Hopkins, Todd Johnson, Alana Morgan, Derrick Ontiveros, Ariel Ouziel, Tiffany Saidnia, Charles Smith, Jessica Varone, Raven Vermeil

**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 & Introductions**

**a. Next Beverly Hills Chair Noelle Freeman and Vice Chair Tiffany Davis**

- Chair Noelle Freeman and Vice Chair Tiffany Davis welcomed the group.

**b. Mayor Robert Wunderlich and Councilmember Julian A. Gold, M.D.**

- Mayor Robert Wunderlich and Councilmember Julian A. Gold, M.D. welcomed the group and spoke about the upcoming Chamber of Commerce event, *An Evening with the Mayor, the State of the City Address* and First Thursdays.

**c. Self-Introductions of Guests and Prospective New Members**

- Sabrina Cohan introduced herself to the group.
- Ariel Ouziel introduced herself to the group.

**3) New Business**

**a. Next Up – City announcements for the next generation**

- Mayor Robert Wunderlich and Councilmember Julian A. Gold, M.D. spoke regarding the Housing Element document. Councilmember Julian A. Gold, M.D. highlighted the importance of the CERT (Community Emergency Response Team) program. The Committee spoke about Wellness Wednesdays, First Thursdays, and mobile applications. Todd Johnson provided details regarding the upcoming Chamber of Commerce event, *An Evening with the Mayor, the State of the City Address*.

**b. Next-Gen Luxury – Discussion about the future of luxury for the next generation**

- The Committee discussed options for luxury for the next generation including City-wide valet, Open BH, social media opportunities, and City walkability. Councilmember Julian A. Gold, M.D. remarked on the importance of Beverly Hills accessibility, including but not limited to the luxury experience. Todd

Johnson provided information on the annual business attraction and retention trip to New York.

#### 4) Current Business

##### a. Subcommittee Updates

###### i. Events

- First Thursdays and *An Evening with the Mayor, the State of the City Address*.

###### ii. First Thursdays

- First Thursdays is an effort to energize local businesses and make Beverly Hills a destination on the first Thursdays of the month. The first event will be October 7, 2021.

###### iii. Next-Gen Art

- There was no update.

###### iv. Business & Economic Impact

- First Thursdays

###### v. Next-Gen Civic Action

- There was no update.

###### vi. Charity

- There was no update.

###### vii. Marketing

- Tag Next Beverly Hills on social media.
- Alex H. is the member of the month.
- There was discussion about a potential 2022 video.

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

- There was no discussion for this item.

#### 5) Future Agenda Items Discussion

- There was no discussion for this item.

#### 6) Adjournment

##### a. The upcoming Next Beverly Hills Committee is scheduled for October 21, 2021 at 6:30 PM.

- Date / Time: September 23, 2021 / 7:30 PM