



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
Municipal Gallery

Next Beverly Hills Committee Meeting

MEETING HIGHLIGHTS

Tuesday, December 17, 2019
8:00 AM

MEETING CALLED TO ORDER

Date / Time: December 17, 2019 / 8:00 AM

IN ATTENDANCE: Councilmember Gold, Councilmember Wunderlich, Assistant City Manager Nancy Hunt-Coffey, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Community Outreach Manager Garin Hussenjian, Management Analyst Michael George, Management Analyst Teresa Revis, Transportation Planner Jessie Holzer, Kaveh Farshad, Derrick Ontiveros, Tal Navarro, Noelle Freeman, Ben Reiss, David All, Tiffany Davis, Kipton Cronkite, Ori Blumenfeld, Allison Adams, Kory Klem, Pierre Patrick, Irma Hopkins, Maximilian Acevedo, and Cory Charlupski

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. Councilmember Julian Gold and Councilmember Bob Wunderlich

- Newly hired Deputy City Manager Gabriella Yap was introduced to the Committee.

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

- No updates

c. Self-Introductions of New Members and Guests

- Maximilian Acevedo, actor
- Tiffany Davis, live entertainment events professional

d. Opening Announcements

- Councilmember Gold mentioned the crime committed at Nessah Synagogue and that the investigation is ongoing.
- Outgoing Chair Kaveh Farshad thanked the Committee for their work over the last year and thanked outgoing Vice Chair Derrick Ontiveros for his work.
- Incoming Chair Derrick Ontiveros thanked Kaveh Farshad for his support and work as Chair over the last year.

e. Special City Presentation: Transportation Planner Jessie Holzer provided information on the City's Complete Streets program

- Transportation Planner Jessie Holzer gave an overview presentation to the Committee on the status of the City's Complete Streets Plan including

a review of various types of travel modes that were considered in the most recent updates to the plan.

- Councilmember Wunderlich called upon the Committee to help spread the word to the community regarding the plan.

3) Current Business

a. Initiative Subcommittee Updates:

1. Next Beverly Hills Incubator

- An update was shared that the Next Beverly Hills Incubator has received six applications for the next cohort that will start in January 2020.

2. North Cañon Wall Mural Art

- Arts Co-Liaison Kory Klem shared an update that the launch event scheduled for January 12, 2020, is going to the City Council for approval and that there will be interviews and coverage from Beverly Hills Television at the event.

b. Standing Subcommittee Updates:

1. Marketing Subcommittee

- Marketing Subcommittee Chair Noelle Freeman updated the Committee that there is an email campaign being developed to reach and re-engage the Committee's membership, that a Marketing Committee Handbook has been developed for future members.
- Committee members were asked to continue submitting social media content.

2. Membership Subcommittee

- Membership Subcommittee Chair David All thanked the Committee for their support and shared that his Chair position would be open for a new person to take the role.

3. Events Subcommittee

- Events Subcommittee Chair Kipton Cronkite thanked the Committee members for supporting the various events over the past year and mentioned that they are in the process of planning more events.

c. Community Liaisons Reports

- No updates

4) New Business

a. Vice Chair Election Results

- Noelle Freeman was announced as the Committee's incoming Vice Chair.

b. Future Meeting Date/Times Discussion

- Chair Kaveh Farshad and Vice Chair Derrick Ontiveros introduced the concept of shifting the meetings to 6:00 p.m. instead of 8:00 a.m.
- Committee members commented on the concept and preferences for both the morning and evening meeting times were shared.
- Vice Chair Derrick Ontiveros indicated he will send a survey to the group to determine the most preferred meeting time.

c. Discussion of Committee Adopting Stances on Political Issues

- Chair Kaveh Farshad introduced the topic of the Committee developing stances on political issues and asked for feedback on how the process for this can be crafted.
- Councilmember Wunderlich opined that developing a unified voice for the Committee is a good idea.

- Councilmember Gold agreed that developing a unified voice for the Committee is a good idea and that the Committee will need to craft a process whereby they can try to achieve consensus among the group and share statistics on how many people in the Committee agreed or disagreed on various proposals or topics as positions on items are declared.
 - Various Committee members expressed support for the idea.
 - Assistant City Manager Nancy Hunt-Coffey suggested that having a specific set of membership would be beneficial if the group will be taking stances on political issues.
 - Vice Chair Derrick Ontiveros confirmed that the intention is for the Committee to focus on a variety of different issues and to not be influenced by Council preference or influence on the issues the Committee may choose to address.
 - Marketing Subcommittee Chair Noelle Freeman mentioned that the existing Committee process for selecting initiatives could potentially be used as a model for the process of taking stances on political issues.
- d. Pitch (New initiative proposals)**
- Postponed to upcoming meeting
- e. Tell (Share interesting next gen-related info, events, invites, and ideas)**
- Postponed to upcoming meeting
- f. Next Meeting: To be determined (Committee meetings typically take place monthly)**

5) Adjournment

Date / Time: December 17, 2019 / 9:05 AM