



**Beverly Hills City Council Liaison / Small Business Assistance Task Force Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:**

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

**TELEPHONIC VIDEO CONFERENCE MEETING**

**Beverly Hills Liaison Meeting**  
<https://www.gotomeet.me/BHLiaison>  
**No password needed**

**You can also dial in by phone:  
United States (Toll Free): 1-877-309-2073 or United States: +1 571-317-3129  
Access Code: 186-062-429**

**Thursday, November 12, 2020  
8:30 AM**

*Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org).*

**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, Introductions and Purpose of the Task Force
- 3) Discussion Regarding Process and Fees for Commercial Signage Requests
  - a. Additional Research on City Signage Requests
  - b. Discussion and Potential Options for Streamlining Small Business Signage Requests
- 4) Discussion Regarding Vacant Storefront Beautification Program
  - a. Update on City Program with UTA
- 5) Small Business Saturday
  - a. Recap of Kick Off Webinar on Nov. 11
  - b. My Beverly Hills Mixer - Nov. 17
  - c. Proclamation at City Council Meeting – Nov. 17
  - d. Shop Local Holiday Campaign
- 6) Adjournment

**Huma Ahmed  
City Clerk**

**Posted: November 6, 2020**



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.