



CITY OF BEVERLY HILLS
Teleconference/Video Conference Meeting
Call in: (866)899-4679 or (646) 749-3117
Participant Pin 660-810-077
Beverly Hills City Hall
Beverly Hills, CA 90210

**Beverly Hills City Council Liaison /
Small Business Assistance Task Force Committee**

SPECIAL MEETING HIGHLIGHTS

Thursday, August 27, 2020
9:30 AM

MEETING CALLED TO ORDER

Date / Time August 27, 2020 / 9:33am

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Julian Gold, MD., Deputy City Manager Gabriella Yap, Director of Community Development Susan Healy Keene, Deputy Director of Rent Stabilization Helen Morales, City Engineer Daren Grilley, Marketing and Economic Sustainability Manager Laura Biery, Administrative Intern Luis Gonzalez, Todd Johnson (Chamber of Commerce), Blair Schlecter (Chamber of Commerce), David Mirharooni, Jay Nehouray, David Laredo, Jeff Tillum, Avi Albek, Sabaa Kamal, Houman Mahboubi, Jeff Gross, Johana Hernandez

1) Public Comment

None.

2) Welcome, Introductions and Purpose of the Task Force

- Introduction by the Chamber of Commerce.

3) Update on Commercial Tenant Rent Repayment

- Rent Stabilization has received approximately 460 notices from commercial landlords.
- The Rent Recommencement Date for small commercial tenants was moved from August 1, 2020 to October 1, 2020 by City Council action.
- Repayment date, which is the date by which all late and past due rent must be paid, for small commercial tenants has been extended to March 1, 2020.
- The dates for failure to issue a notice or meet to discuss repayment are as follows:
 - If the landlord fails to send a notice or otherwise meet with the commercial tenant the repayment date is extended to September 1, 2021.
 - If the commercial tenant fails to contact the landlord in response to the notice or otherwise meet with the landlord, the repayment date shall be December 1, 2020.

4) Update on Current Business Community Support Efforts

- Updates by staff on OpenBH outdoor expansion program.
 - Please visit beverlyhills.org/OpenBH for additional information.
- Updates by the Chamber of Commerce
 - The Chamber of Commerce maintains a list of grant opportunities for businesses.
 - Update on small business support efforts.
 - Educational webinars and support are available for City of Beverly Hills businesses.

5) Discussion of Potential Focus Areas and Additional Small Business Support Initiatives

- Discussion about OpenBH expansion.
 - Concerns about overhead costs associated with expansion costs for parklets. Can the City provide a specific period of time that it will allow expanded outdoor dining for businesses to assist business owners with evaluating the return on investment with the hard costs associated with building parklets?
 - OpenBH program makes the business triangle more walkable.
 - Explore the possibilities of permanent parklet installations.
 - Provide standardized guidance on parklet expansion builds to streamline the parklet build process.
 - Councilmember Gold requested staff or the Chamber to poll restaurants to see if they are interested in standardized designs for temporary or permanent parklets.
 - Possibility of setting up a pop-up at City parks for storefronts limited by storefront space.
 - Councilmember Gold requested staff to ask the City Attorney if there are any conflicts with delivering food to public parks such as Beverly Canon Gardens as well as ABC laws related to alcohol delivery to parks.
- Discussion on opportunities for City to support businesses.
 - Invest in beautification projects to increase foot traffic.
 - Increase trees in the area.
 - Sidewalk repairs.
 - Unique lighting for streets.
 - Increased marketing for City businesses in coordination with TV networks.
 - Streamlining City signage process and other City services by creating a small working group of property owners and business owners to provide feedback on the process.
 - Vacant storefront beautification
 - Mayor Friedman requested staff or the Chamber explore window decals for vacant spaces.

6) Adjournment

Date / Time

August 27, 2020 / 10:36am