



Beverly Hills City Council/Branding & Licensing Liaison Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY HALL
455 N. Rexford Drive
Beverly Hills, CA 90210
4th Floor Conference Room A
Wednesday, June 29, 2011
4:30 P.M.

SPECIAL MEETING 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. Report from New Marketing Manager

3. Status Update and Discussion Regarding Licensing Initiatives

This item provides an update and discussion regarding current license agreements.

4. Status Update on Bradford Licensing LLC

This item provides an update and discussion regarding Bradford Licensing LLC, the former licensing agent for the City's trademark properties and seeks direction liaison.

5. Update on Termination License Agreement with Chamber of Commerce

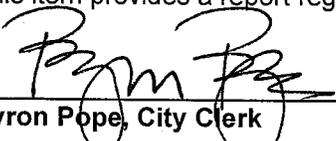
This item provides an update regarding the previous agreement with the Beverly Hills Chamber of Commerce, which the City terminated in November 2011.

6. Report on 2011 Licensing International Expo Show

This item provides a report and discussion of City Staff's attendance at the 2011 Licensing International Expo Show in June.

7. Centennial Anniversary

This item provides a report regarding the City's centennial anniversary.


Byron Pope, City Clerk

Posted: June 28, 2011



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.