



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
4<sup>th</sup> Floor Conference Room A

**Beverly Hills City Council Liaison/CVB/Marketing Committee Meeting**

**SPECIAL MEETING HIGHLIGHTS**

Monday, May 6, 2019  
4:00 PM

**MEETING CALLED TO ORDER**

Date / Time: 4:00PM / May 6, 2019

**IN ATTENDANCE:** Mayor John Mirisch, Councilmember Lili Bosse, Assistant City Manager George Chavez, Community Outreach Manager Huma Ahmed, Policy and Management Analyst Cindy Owens, Administrative Intern Luis Gonzalez, Julie Wagner (CVB), Linda Briskman (CVB), Robert Bibeult (CVB), Bill Wiley (CVB), Eliot Finkel (CVB), Mary Saunders (CVB), Adrienne Craig-Aziz (CVB), Sandy Murphy (CVB), Ofer Nissenbaum (CVB), Gregory Haller, Steve Mayer, David Gingold

**1) Public Comment**

**Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.**

- Community Member David Gingold spoke out against the current and proposed traffic plans as they will affect the business districts.

**2) Discussion of the Beverly Hills Conference and Visitor Bureau Work Plan/Budget for FY 2019/20**

- The Conference and Visitors Bureau (CVB) shared highlights and achievements for the FY 2018/2019, which included:
  - o Transient Occupancy Tax (TOT) has grown by 109%
  - o Economic Impact Study Preliminary Results presentation
    - 7.5 million visitors (up from 7.4 million in 2016)
    - Visitors generated \$64M in tax revenue for the City
    - Average age of visitors to the City have decreased from 41 to 35
    - Direct spending within City business was \$2.27M
    - Full report to be released later this month.
  - o BOLD statistics positively impacted by
  - o \$1M in booked business through Group Sales.
  - o Middle East and Southeast Asia marketing outreach
  - o Visit California Campaign
- Program goals and plans to be established in FY 2019/20
  - o BOLD Summer – Janet Echelman & Flash Mob and BOLD Holidays New décor in Beverly Canon Gardens for Domestic Marketing
    - Currently working on print/digital media plan for BOLD
  - o The Chinese New Year event to be re-conceptualized

- Expand Chinese, UK, and Canadian marketing efforts
- Requested additional funding to expand their group sales team
- Liaison feedback requested for proposed BOLD elements
  - Liaisons approved of proposed Holographic Shoppers element
  - Liaisons disapproved of proposed *Harpist* element
- Discussed the possibility of expanding workspace as the CVB team is growing.
- Liaisons requested the CVB maintain a financial buffer in case of an economic downturn as the City would be utilizing the FY 19/20 financial buffer to support special events and marketing initiatives.

## **ADJOURNMENT**

Date / Time: 5:00 PM / May 6, 2019