



CITY OF BEVERLY HILLS

455 N. Rexford Drive
Beverly Hills, CA 90210
2nd Floor Room 280A

Beverly Hills City Council Liaison / Joint Meeting of the Beverly Hills Chamber of Commerce Committee and the CVB/Marketing Committee and the Rodeo Drive/Special Events/Holiday Program Committee

SPECIAL MEETING HIGHLIGHTS

Friday, April 8, 2022
3:00 PM

MEETING CALLED TO ORDER

Date / Time: April 8, 2022 / 3:01 PM

IN ATTENDANCE: Mayor Lili Bosse; Councilmember Bob Wunderlich; City Manager George Chavez; Marketing & Economic Sustainability Manager Laura Biery; Director of Community Services Jenny Rogers; Community Outreach Manager Stephanie Harris; Chief Communications Officer Keith Sterling; Director of Finance Jeff Muir; Todd Johnson – Beverly Hills Chamber of Commerce; Julie Wagner – Beverly Hills Conference & Visitors Bureau; Kathy Gohari – Rodeo Drive Committee, John Bendheim – Beverly Hills Courier; Blair Schechter – Beverly Hills Chamber of Commerce; Bill Wiley – Two Rodeo; Scott Berger – L’Ermitage Hotel; Policy and Management Analyst Cindy Owens (Via Zoom); Sandy Murphy – Beverly Hilton Hotel (Via Zoom); Linda Briskman (Via Zoom); Special Events and Filming Coordinator Magdalen Davis (Via Zoom); Peter Humig – Beverly Wilshire Hotel (Via Zoom); Paul Marks - J. Ben Bourgeois Productions (Via Zoom); Alexandria Anderson – Beverly Hills Chamber of Commerce (Via Zoom)

1) Discussion regarding opportunities to collaborate to tell the Story of Beverly Hills

Mayor Bosse started a dialogue with the groups present to work together in a symbiotic manner to tell the story of Beverly Hills and everything it has to offer. A conversation began about sharing ideas to create ways in which businesses, residents and the City can all benefit. Focus on telling the story of all the streets in Beverly Hills not just one street. The Mayor also discussed supporting the concept of BOLD in 2022 and the emphasis on the arts in the City.

Councilmember Wunderlich referenced that the Chamber represents a lot of businesses however concerns about if the office, lawyer, banks receive a benefit from events occurring in the City. Agreed to keep the BOLD concept in 2022.

Todd Johnson talked about having readily visible QR codes during the upcoming Rodeo Drive Concours d’Elegance Father’s Day Car Show directing visitors on where they can find restaurants and cafes within a short walk of the event thus people would stay in Beverly Hills longer.

Julie Wagner discussed finding opportunities to work together with the partner organizations. The CVB may request funding to have an Economic Impact Study to know what business looks like as tourism recovers. How does it compare to previous years? How is our audience and demographic changing? Opportunities to target the next generation of consumers of luxury goods. Julie also brought up a possible short film that may be curated for premieres to happen in all feeder markets to Beverly Hills. She noted that the City does not have readily available space to host large scale festivals. Discussion of the focus on arts and culture in Beverly Hills as an attraction for tourists. She also discussed concerns over if businesses will actually stay open until 7pm or later since the BOLD brand was based on Beverly Hills Open Later Days.

Jenny Rogers talked about the launch of the Beverly Gardens Docent Art Tours which have extended to include the historic trees along the tour route, featuring former docents from LACMA. This was promoted by KTLA which helped to bring attendance up to full capacity, which is 40 persons per tour. Attendees register on-line, which gives us valuable demographic information. In addressing the questions from Liaisons Jenny Rogers shared they could do a breakdown of how many attendees are residents vs. how many are visitors. These tours are ongoing through September 2022.

George Chavez indicated that for the partners and their timeline, based on feedback, they should meet with staff prior to the City Council Priority Session to determine coordination and work to present items to the City Council and ultimately obtain funding through their upcoming work plans.

Kathy Gohari suggested more communication among the partners as an ongoing standard method of operation and continued collaboration on marketing events and cross promotion. Spoke to the success of the OpenBH program and the interest from residents and visitors inquiring if the program will be continuing. Also raised the idea of social media signage for Rodeo Drive. Kathy also emphasized the importance of video content and safety messaging to visitors as the summer months occur.

2) **Public Comment**

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

John Bendheim - Beverly Hills businessman/entrepreneur expressed his enthusiasm for the recent and approaching post-COVID greater Los Angeles regional events which attract visitors from all over the world, thus promoting retail businesses, hotels, restaurants, i.e., the Super Bowl in February 2022, the U.S. Open which will be at Los Angeles Country Club in 2023 and further sporting events leading up to the Olympics in 2028.

Todd Johnson then mentioned the All-Star Game at Dodger Stadium in July 2022.

3) **Future Agenda Items Discussion**

- The RDC, Chamber, and CVB will be coming back in the coming months to meet to discuss various projects and their work plans.

ADJOURNMENT

Date / Time: April 8, 2022 4:04 PM