



CITY OF BEVERLY HILLS

Telephonic/Video Conference Meeting

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Beverly Hills City Hall

Beverly Hills, CA 90210

Beverly Hills City Council Liaison / Rodeo Drive Committee/Special Events/Holiday Program Committee

SPECIAL MEETING HIGHLIGHTS

Wednesday, January 27, 2021

6:00 PM

MEETING CALLED TO ORDER

Date / Time January 27, 2021 / 6:00pm

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Lili Bosse, City Manager George Chavez, Deputy City Manager Gabriella Yap, Building Official David Yelton, Battalion Chief Mike Hand, Community Outreach Manager Garin Hussenjian, Marketing and Economic Sustainability Manager Laura Biery, Special Events and Filming Coordinator Magdalena Davis, Administrative Intern Luis Gonzalez, John Benheim, Quang Nguyen (CVB), Robert Bibeault (CVB), Kathy Gohari (RDC), Peter Humig (Beverly Wilshire), Jake Copeskey

1) Public Comment

- None.

2) Major Sporting Events in the Los Angeles Region

- Presentation by City staff regarding major events to come to the Los Angeles County region.
- Discussion of types of events and opportunities available to make the City a major tourist destination during major sporting events.
- Identify opportunities to separate and make Beverly Hills a unique and attractive destination compared to the rest of LA County.
- The Liaisons supported exploring event options and other opportunities during and leading up to the series of major sporting events in the following years.

3) Adjournment

Date / Time January 27, 2021 / 6:32pm