



**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, November 12, 2020  
8:30 AM

**MEETING CALLED TO ORDER**

Date / Time November 12, 2020 / 8:30am

**IN ATTENDANCE:** Mayor Lester Friedman, Councilmember Julian Gold, MD., Deputy City Manager Gabriella Yap, Director of Community Development Susan Healy Keene, Assistant Director of Community Development Ryan Gohlich, Marketing and Economic Sustainability Manager Laura Biery, Urban Designer Mark O'Dell, Administrative Intern Luis Gonzalez, Blair Schlecter (Chamber of Commerce), Daniel Bermudez (Chamber of Commerce), Sabaa Kamal, David Mirharooni, Umberto Savone, Jeff Tilem, Patricia Illing, Jeff Gross

- 1) **Public Comment**  
None.
- 2) **Welcome, Introductions and Purpose of the Task Force**
  - Introduction by the Chamber of Commerce.
  - Additional introductions were moved to the end of meeting.
- 3) **Discussion Regarding Process and Fees for Commercial Signage Requests**
  - Presentation and update by City Staff on architectural review and commercial signage.
  - Discussion on process improvements for commercial signage requests.
  - Discussion regarding review and approval of commercial signage requests.
  - Update on department fee schedule, fees are updated for architectural review and streamlined review process.
  - Streamlined process for review and approval.
  - Discussion regarding challenges with creating fee exceptions by business type.
  - Council Liaisons requested that the Task Force/Chamber create specific recommendations for requested changes to the architecture commission and staff review processes and bring those changes to a future City Council study session.

