



CITY OF BEVERLY HILLS
455 North Rexford Drive
Beverly Hills, CA 90210
4th Floor Conference Room A

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

MEETING HIGHLIGHTS

Wednesday, July 18, 2018
4:00 PM

MEETING CALLED TO ORDER:

Date / Time July 18, 2018 / 4:00 PM

IN ATTENDANCE: Mayor Julian Gold, MD, Councilmember Lili Bosse, Assistant City Manager George Chavez, Chief Information Officer David Schirmer, Director of Emergency Management, Resilience and Recovery Pamela Mottice-Muller, Assistant Director of Community Services Pam Shinault, Art Director Aram Chobanian, Community Outreach Manager Huma Ahmed, Recreation Services Manager Kristin Buhagiar, Senior Management Analyst Cindy Owens, Senior Management Analyst Stephanie Harris, Community Services Venue Coordinator Sara Scrimshaw, Web Coordinator Naomi Hartono, Graphic Artist Cheyenne Yousef, Community Services Specialist Rachel Evans, Friends of Greystone Susan Rosen, Friend of Greystone Vicky Swartz, Beverly Hills Education Foundation Krissy Austin, All Seasons Fitness Media Dion Jackson, Run Racing LLC Leti Abrego, Resident Mark Elliot

1) Public Comment

Members of the public will be given an opportunity to directly address the Committee on any item, not on the agenda.

Speakers: None

2) Proposal from Friends of Greystone (FOG) for a “Joy to the Holidays” event at Doheny Greystone Mansion in December 2018

- Presentation by Susan Rosen & Vicky Swartz, Friends of Greystone
- FOG representatives proposed for a three-day event that included:
 - Cocktail party with celebrity chefs
 - Tours of the Mansion
 - Entertainment

- The holiday event is a fundraiser for the restoration and awareness of Greystone Mansion
- FOG representatives requested the following in-kind services from the City:
 - Use of Greystone to host *Joy to the Holidays*
 - Upper parking lot for guests
 - Cleaning services
 - Trash removal
 - Public relations services
 - Promotion and sponsors on Beverly Hills website, social media, etc.
 - Beverly Hills Cable to cover event
 - Park Rangers security services
 - On-site shuttle services
- Requests the program be a part of this year's Holiday BOLD
- Briefly discussed the role of Greenhouse Marketing
 - Sponsorship
 - Media coverage
 - Party arrangements
- Council Liaison Direction: approved event in 'concept' if certain conditions were met:
 - A formal approval could only be considered after FOG provides a comprehensive budget,
 - Liaisons requested copy of Greenhouse Marketing's financial proposal,
 - Liaisons in agreement that BOLD Holiday tie-in to FOG event makes sense when the afore-mentioned requests are met.

3) Approval of Conceptual Designs for the Summer BOLD Social Art Installations and to Consider Reallocating One Social Art Installation for the Wilshire/Cañon Art Wall

- Presented by AGENC & Community Outreach Manager Huma Ahmed
- On June 19, 2018, the City Council approved four social art installations for Summer BOLD, scheduled for August 2 – August 25, 2018.
- Previously, Council liaisons requested a proposal be brought back for four or five photo booths to be installed Citywide:
 - Budget was approved on June 19th
 - City Staff presented the liaisons with a possible option to use one of the social art installations for the Metro wall on Cañon.
- Council Liaisons were asked to provide direction and approval of conceptual designs
- AGENC, Inc. hired by City Council to design the Summer BOLD social art installation proposed locations
- Council Liaison Direction:
 - One photo booth installed will not be diverted to the Cañon wall. That art will need to have consensus with stakeholders, City Council, the community, and Next Gen members. Discussion to be continued at upcoming Next Gen meeting August 28th.
 - Approved conceptual designs and locations with some modifications.

4) Proposal for the City to Approve an Annual Beverly Hills Education Foundation (BHEF) Beverly Hills 5K/10K Walk-Run & Fitness Blast with All Seasons Fitness Media

- Presentation by Dion Jackson and representatives for the Beverly Hills Education Foundation
- Proposed an annual event during the birthday of Beverly Hills in January 2019
- Requesting \$25,000 from BHEF grant – which is provided through Community Services
- Council Liaison Direction:
 - Requested a revised budget and sponsorship commitments showing a financial advantage for BHEF before bringing to Council

5) Proposal Requesting City-Sponsorship of a Cyrus the Great Exhibit

- Presentation by Dr. Alex Parsinia, Jimmy Sedghi and artist Davood Roostaei
- Proposal for Cyrus the Great three day exhibit and reception in the Municipal Gallery
- Requested in-kind support, waiver of staff/direct costs and fees waiver of costs for Municipal Gallery during the exhibit
 - In exchange for waiving cost, organizers offered the City an art piece as a 'gift' valued at \$50,000
- Council Liaison Direction:
 - Liaisons in favor of the City providing in-kind waiver for event
 - Liaisons received agreement from the Cyrus the Great presenters that the City would not be responsible for advertising the event
 - Art donation should go through normal process with the Fine Arts Commission

6) Proposal and Direction Requested for City's Website Redesign Project

- Presentation by IT Web Coordinator Naomi Hartono, Graphic Artist, Cheyenne Yousuf and Art Director, Aram Chobanian
- Joint in-house partnership with the City's IT and Graphics Services teams for website redesign:
 - New homepage layout
 - Web template style guide that will define:
 - Color palate
 - Typography
 - Imagery
 - An updated menu navigation
 - Reorganized page links
- New website design goals are:
 - Increase engagement
 - Consistent look and feel by creating a web style guide
 - Encourage more mobile usage with mobile-friendly design
 - Upgrade Citywide social media integration with Instagram/Facebook/Twitter feeds
 - Easier access to official meeting videos and materials
- Council Liaison Direction:

- Liaisons requested to see color selections i.e. black/blue, gold/black, blue/white (background/text color) on computer monitor and mobile devices
- Preference toward blue background and white text
- Requested seeing selection of gold tones

7) Metrics for City Programming / MotionLoft

- Presentation by Senior Management Analyst, Cindy Owens, and MotionLoft Jonathan Davis
- City Council directed developing metrics to determine success of City programming by number of people attracted City-hosted events:
 - Holiday Lighting Celebration – Winter BOLD
 - Summer BOLD
- Technologies in consideration
 - Products that can detect people entering and exiting an area
 - Software that can function in conjunction with the City's closed circuit TV (CCTV) program
- MotionLoft would:
 - Install sensors at various locations throughout the City to determine pedestrian traffic
 - MotionLoft are only able to provide data to the City with the number of people who visit Rodeo Drive by time of day and day of the week.
 - A second company is being approached that can analyze CCTV footage
- City Council Direction:
 - The Council Liaisons were in favor of the City entering into an agreement under the City Manager's Authority.

ADJOURNMENT:

Date / Time

July 18, 2018 / 6:00 PM