



**Beverly Hills City Council Liaison /
Rodeo Drive / Special Events/ Holiday Program Committee**
will conduct a Special Meeting, at the following time and place, and will address the
agenda listed below:

**CITY OF BEVERLY HILLS
455 N. Rexford Drive
Municipal Gallery
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
<https://beverlyhills-org.zoom.us/my/committee>
Meeting ID: 516 191 2424
Passcode: 90210

You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)

One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)

Tuesday, February 14, 2023
11:00 AM

Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.

In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Rodeo Drive / Special Events/ Holiday Program Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

AGENDA

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

- 2) Resolution of the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee continuing to authorize public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.

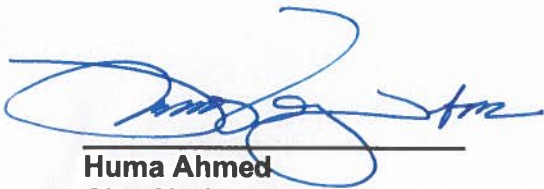
Recent legislation was adopted allowing the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions and the proposed resolution implements the necessary requirements.

3) Oscar Gala Street Closure at the Beverly Wilshire Hotel on Sunday, March 12, 2023

Allen Media Group requests Council Liaison support for a full closure of an active alleyway and use of S. Rodeo Drive adjacent to the Beverly Wilshire Hotel to host an Oscar Gala benefitting Children's Hospital Los Angeles on Sunday, March 12, 2023.

4) Future Agenda Items

5) Adjournment



Huma Ahmed
City Clerk

Posted: February 10, 2023

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT
WWW.BEVERLYHILLS.ORG**



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery is wheelchair accessible.



STAFF REPORT

Meeting Date: February 14, 2023

To: City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee

From: Laura Biery, Marketing & Economic and Sustainability Manager

Subject: A RESOLUTION OF THE CITY COUNCIL LIAISON / RODEO DRIVE / SPECIAL EVENTS / HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

Attachments: 1. Proposed resolution

RECOMMENDATION

Staff and the City Attorney's office recommend that the City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee adopt a resolution making the following findings so that meetings of the City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee will be subject to the special Brown Act requirements for teleconference meetings: (1) the City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee has reconsidered the circumstances of the COVID-19 state of emergency; (2) the state of emergency continues to directly impact the ability of the members to meet safely in person; and (3) state or local officials continue to impose or recommend measures to promote social distancing. Though the City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee adopted such a resolution in the past, these findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

FISCAL IMPACT

The proposed resolution allowing the City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee greater flexibility to conduct teleconference meetings is unlikely to cause a greater fiscal impact to the City as the City Council Liaison / Rodeo

Meeting Date: February 14, 2023

more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time. Additionally, the Los Angeles County Department of Public Health still encourages people at risk for severe illness or death from COVID-19 to take protective measures such as social distancing and, for those not yet fully vaccinated, to physically distance from others whose vaccination status is unknown. The County Health Department also continues to recommend that employers take steps to support physical distancing and the City Council continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees.

Please note that AB 361 applies to all legislative bodies. Therefore, Commissions and standing committees will need to also comply with the requirements of AB 361.

Laura Biery
Secretary of the
City Council Liaison /
Rodeo Drive / Special Events / Holiday
Program Committee

Approved By

RESOLUTION NO. CCL-SEC-08

RESOLUTION OF THE CITY COUNCIL LIAISON /RODEO DRIVE/SPECIAL EVENTS / HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

WHEREAS, the Rodeo Drive/Special Events / Holiday Program Committee is committed to public access and participation in its meetings while balancing the need to conduct public meetings in a manner that reduces the likelihood of exposure to COVID-19 and to support physical distancing during the COVID-19 pandemic; and

WHEREAS, all meetings of the Rodeo Drive/Special Events / Holiday Program Committee are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code Sections 54950 – 54963), so that any member of the public may attend, participate, and watch the Rodeo Drive/Special Events / Holiday Program Committee conduct its business; and

WHEREAS, pursuant to Assembly Bill 361, signed by Governor Newsom and effective on September 16, 2021, legislative bodies of local agencies may hold public meetings via teleconferencing pursuant to Government Code Section 54953(e), without complying with the requirements of Government Code Section 54953(b)(3), if the legislative body complies with certain enumerated requirements in any of the following circumstances:

1. The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.
2. The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the

emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency in response to the COVID-19 pandemic (the “Emergency”); and

WHEREAS, the Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time; and

WHEREAS, the Los Angeles County “Responding together at Work and in the Community Order (8.23.21)” provides that all individuals and businesses are strongly encouraged to follow the Los Angeles County Public Health Department Best Practices. The Los Angeles County Public Health Department “Best Practices to Prevent COVID-19 Guidance for Businesses and Employers”, updated on September 13, 2021, recommend that employers take steps to reduce crowding indoors and to support physical distancing between employees and customers; and

WHEREAS, the unique characteristics of public governmental buildings is another reason for continuing teleconferenced meetings, including the increased mixing associated with bringing people together from across several communities, the need to enable those who are immunocompromised or unvaccinated to be able to safely continue to fully participate in public

meetings and the challenge of achieving compliance with safety requirements and recommendations in such settings; and

WHEREAS, the Beverly Hills City Council has adopted a resolution that continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees; and

WHEREAS, due to the ongoing COVID-19 pandemic and the need to promote social distancing to reduce the likelihood of exposure to COVID-19, the Rodeo Drive/Special Events / Holiday Program Committee intends to continue holding public meetings via teleconferencing pursuant to Government Code Section 54953(e).

NOW, THEREFORE, the Rodeo Drive/Special Events / Holiday Program Committee of the City of Beverly Hills resolves as follows:

Section 1. The Recitals provided above are true and correct and are hereby incorporated by reference.

Section 2. The Rodeo Drive/Special Events / Holiday Program Committee hereby determines that, as a result of the Emergency, meeting in person presents imminent risks to the health or safety of attendees.

Section 3. The Rodeo Drive/Special Events / Holiday Program Committee shall continue to conduct its meetings pursuant to Government Code Section 54953(e).

Section 4. Staff is hereby authorized and directed to continue to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code Section 54953(e) and other applicable provisions of the Brown Act.

Section 5. The Rodeo Drive/Special Events / Holiday Program Committee has reconsidered the circumstances of the state of emergency and finds that: (i) the state of emergency continues to directly impact the ability of the members to meet safely in person, and (ii) state or local officials continue to impose or recommend measures to promote social distancing.

Section 6. The Secretary of the Rodeo Drive/Special Events / Holiday Program Committee shall certify to the adoption of this Resolution and shall cause this Resolution and her certification to be entered in the Book of Resolution of the Rodeo Drive/Special Events / Holiday Program Committee of this City.

Adopted: February 14, 2023

LILI BOSSE
Presiding Councilmember of the Rodeo
Drive/Special Events / Holiday Program
Committee of the City of Beverly Hills,
California



CITY OF BEVERLY HILLS
COMMUNITY DEVELOPMENT

MEMORANDUM

TO: City Council Liaison/Rodeo Drive/Special Events/Holiday Program Committee

FROM: Patty Betancourt, Special Event and Filming Coordinator

DATE: February 14, 2023

SUBJECT: Request from Allen Media Group for Special Event Alleyway Closure at The Beverly Wilshire Hotel on March 12, 2023

ATTACHMENTS:

1. Allen Media Group Proposal
2. Letter of Support from The Beverly Wilshire Hotel and Gang, Tyre, Ramer, Brown & Passman, Inc.
3. Event Layout
4. Traffic Control Plan for Street Use and Alleyway Closure

INTRODUCTION

The Beverly Wilshire, Mindy Weiss Event Company, and Allen Media Group CEO/celebrity host Byron Allen request approval for a one-day special event, which includes a street closure of the alleyway connecting Charleville with S. Rodeo Drive (attachment 1). The closure will also include lane use of S. Rodeo Drive on Sunday, March 12, 2023, for an Oscar Gala benefitting Children's Hospital Los Angeles. A sidewalk closure will be in effect on S. Rodeo Drive, with regular hotel and valet operations to continue. If approved, staff will proceed with processing permits, and the event organizers will distribute notifications to impacted residents.

DISCUSSION

Similar to the last time the event was held in 2020, this year's request comes to the City from the Allen Media Group and the Mindy Weiss Event Company with the support of the Beverly Wilshire Hotel and the business mostly affected by the alleyway closure, the Gang, Tyre, Ramer, Brown & Passman, Inc. (attachment 2). The Allen Media Group is seeking approval of an alleyway closure for a private Oscar Gala event to be held at the Beverly Wilshire Hotel on Sunday, March 12, 2023. The proposed Beverly Wilshire Hotel south alleyway closure runs east to west off of S. Rodeo Drive, and continues north to south of Charleville Boulevard. Previous closures of this alleyway for this event were conducted by the same organizers in February 2019, and again in February 2020, with no safety issues reported in either year.

The proposed closure of the alleyway is from Saturday, March 11, 2023 at 10:00 pm through Monday, March 13, 2023 at 12:00 pm. According to the layout (attachment 3) the alleyway will be used for a step and repeat, red carpet area, guest arrivals, and a tent covering the stretch of the alleyway. With 450 prominent guests expected to attend, including many notable attendees, additional space not currently existing at the hotel would be made available by the alleyway

closure which would be used for arrivals, photo ops and a media line. This is an invite-only event that takes place from 3:00 pm through 2:00 am.

Additional meters on S. Rodeo Drive will be utilized for Oscar Gala guest drop-offs. Pick-ups for guests would be through the normal valet operations of the Beverly Wilshire Hotel. Given feedback from previous alleyway closures, a section of meters on Charleville from S. Rodeo Drive to the alleyway opening will be utilized to queue limo/cars, minimizing traffic and residential impacts.

The event planner will use a traffic control company familiar with City events and closures. The proposed traffic control plan (attachment 4) will place k-rail barricades, advanced warning signs and event equipment, including a red carpet, press wall, heaters and lighting approved by the City. The northbound lane of S. Rodeo Drive will also be impacted for attendee limo/car arrivals only.

The southbound lane of S. Rodeo Drive will not be affected, nor will the adjacent streets of Wilshire Boulevard, Charleville Boulevard, or El Camino Drive. The reception portion of the event will take place inside the Beverly Wilshire Hotel Ballroom. Only arrivals, red carpet and press area will take place outside in the alleyway underneath the tent, the rest of the event elements will be contained within the hotel. The Beverly Hills Police and Fire Departments will staff the event for safety and traffic control purposes. Safety is always the City's top priority, therefore, the proposed road closure will be subject to submittal, review, and approval of the City's Transportation Division and Police Department. City staff has confirmed that this event will not impact any Metro work.

All adjacent businesses and private garages along the alleyway behind the Beverly Wilshire Hotel will be closed to traffic. Event organizers have ensured that the neighboring businesses will not be open for business on Sunday, March 12, 2023, and therefore will not be impacted during this special event. The applicant will issue the required notifications for every business and resident within 1,000 feet of the street closure five days prior to the event, and secure the proper permits required for the event at their expense. Due to lengthy and deep considerations of all Covid protocols, the Allen Media Group was not able to complete this proposal within the typical application time frame. Despite the reduced submittal period, the organizers have committed to completing all necessary steps for permitting, notifications, and approvals at least one week before March 12, 2023. It should also be noted that this event occurs on the same date as the Vanity Fair Oscar Party as well as the Cultural Festival Event at the Farmers Market. This Oscar Gala will not impact the aforementioned events in the City.

FISCAL IMPACT

All expenses related to this event are the responsibility of event organizers, including, but not limited to: City permits, street closure and/or use fees, all City personnel, equipment and any other associated costs related to the event.

Fees to be paid by Allen Media Group:	Estimated Cost:
Permits	\$3,977.00
Street Closure	\$14,962.00
Police Department Personnel	\$4,311.00
Fire Department Personnel	\$4,290.00
No Parking Signs & Lost Meter Revenue	\$269.20
Estimated Total	\$27,809.20

The City's Risk Manager has also recommended General Liability Insurance in the amount of \$3 million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, as a requirement to be provided by event organizers. This insurance requirement matches other street closure events in the City.

RECOMMENDATION

City Council Liaison feedback and direction is respectfully requested regarding the approval of the Oscar Gala event to be held on Sunday, March 12, 2023, for street closures of the alleyway behind the Beverly Wilshire Hotel. Any special event that requires street closures must be approved by City Council. Unless Liaisons have any questions or concerns, staff will bring the proposal to Council as a consent item at the February 21, 2023 meeting, and administratively issue the permits needed, after Council approval.

Attachment 1



Dear Honorable Mayor and City Council of Beverly Hills,

After lengthy and deep consideration of all COVID protocols, Allen Media Group [Byron Allen and Carolyn Folks] will once again produce our OSCAR GALA for CHLA at the Beverly Wilshire, on Sunday 12 March [Oscar night] 2023. We have not done the event because of the pandemic for the last two years.

We respectfully request permission to once again utilize the alleyway behind the Beverly Wilshire Hotel, just off Rodeo Drive, south of Wilshire Blvd. for our red carpet entry.

Like years before, our event is an invited guest list ONLY, and its primary purpose is to raise awareness and donations for Children's Hospital Los Angeles - for whom we have raised \$1.2 and \$1.6 million dollars for, during our Oscar viewing dinner event.

The event will begin at approximately 3pm when our executive, social and celebrity guests arrive on the red carpet. The evening will continue inside for the Academy Award ANB telecast viewing and then the night will conclude with a private concert at 11pm. Again, all proceeds to benefit CHLA.

This event has routinely received significant press and publicity for CHLA and the City of Beverly Hills. Our goal is to always showcase our community as a leader in elegant events with esteemed attendees. We will have clips of the event on our AMG media platforms and our press team is securing local and national media so that Beverly Hills and the Beverly Wilshire Hotel are featured in the leadership position to the world.

Below is an overview of the event and our need for the use of only the alleyway behind the Beverly Wilshire. Our Production team has photos of how we have positioned our red carpet and also how we have clear-tented the space for the event.

- 450 invited guests
- Tented-red carpet in the entire alleyway
- Guest drop-off on South Rodeo Drive
- Valet parking at the Beverly Wilshire Hotel
- Alley closure for set up: Saturday 11 March 7am [approx]
- Alley closure for event: all day Sunday 12 March
- Alley closure for breakdown: Monday 3am to noon [approx]
- Event management: Mindy Weiss Events

We look forward to working with the City Council and the Beverly Hills Police Department once again to stage this wonderful tradition. Our colleagues at Children's Hospital are delighted that we have decided to host the fundraiser once again, and we apologize for the late planning as we were very cautious about the Covid protocols and we will require our guests and our staff to be vaccinated and negative tested prior to the event.

I remain at your service, should you have any questions or concerns.

Sincerely,

Dick Roberts
Executive Vice President
Brand Marketing & Corporate Synergies
ALLEN MEDIA GROUP
818-281-4720

Allen Media Group
1925 Century Park E. #1000
Los Angeles, CA 90067

Attachment 2

BW
BEVERLY WILSHIRE
Beverly Hills
A FOUR SEASONS HOTEL

Feb 1, 2023

To Whom It May Concern,

The Beverly Wilshire approves utilizing the alleyway behind the hotel, off Rodeo Drive, for the Red-Carpet arrivals of attendees for the Entertainment Studios Oscars Viewing Party on Sunday, March 12, 2023.

We believe this unique red-carpet arrival would again be beneficial for the city of Beverly Hills.

Please do not hesitate to contact me with any questions or concerns.

Many thanks,



Mark Anderson
Catering Sales Manager
o:310-858-2377 / m:310-594-1825

From: Lorna Wilson <lorna@gangtyre.com>

Sent: Friday, February 3, 2023 1:38 PM

To: Mark Anderson <mark.anderson@fourseasons.com>

Subject: RE: 132 S. Rodeo Dr. Alleyway Red Carpet - Oscars Viewing Party - Beverly Wilshire - Sunday, March 12, 2023

Dear Mark,

It was lovely catching up with you yesterday too. Our building will be closed on Sunday, March 12, 2023, therefore Gang, Tyre, Ramer, Brown and Passman has no objection to the use of the shared alley for the upcoming Byron Allen Red Carpet arrival.

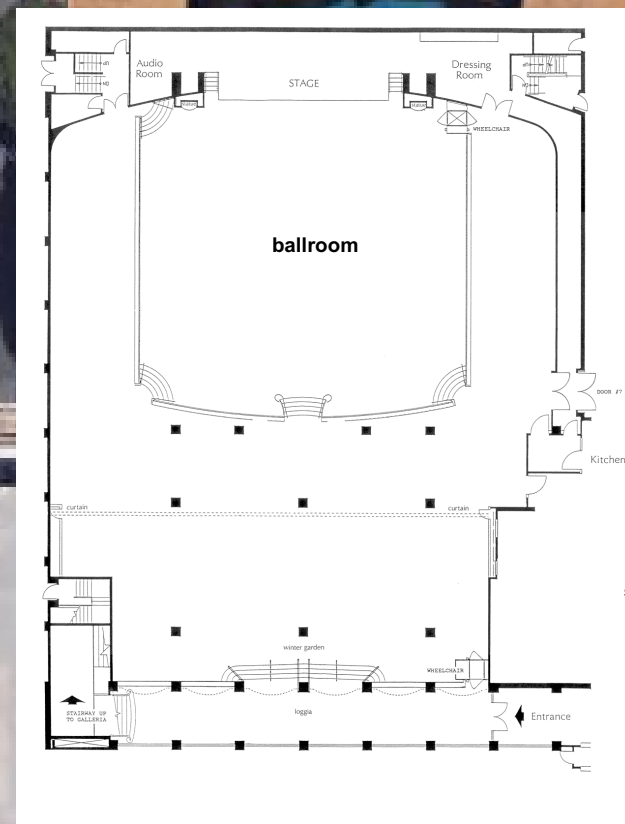
Best wishes for a successful event.

Kind regards,

LORNA WILSON | GANG, TYRE, RAMER, BROWN & PASSMAN, INC. | 132 SOUTH RODEO DRIVE | BEVERLY HILLS, CALIFORNIA 90212

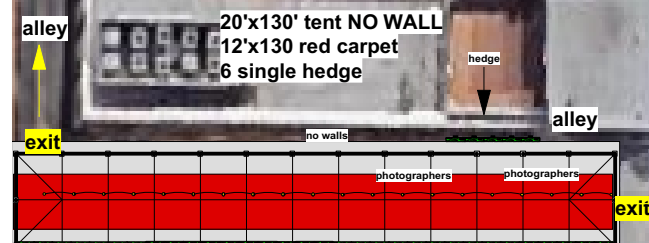
DIRECT 📞: 310.777.7189 | CELL 📞: 818.744.5821 | FAX 📞: 310.777.7025 | ✉️: LORNA@GANGTYRE.COM

Attachment 3



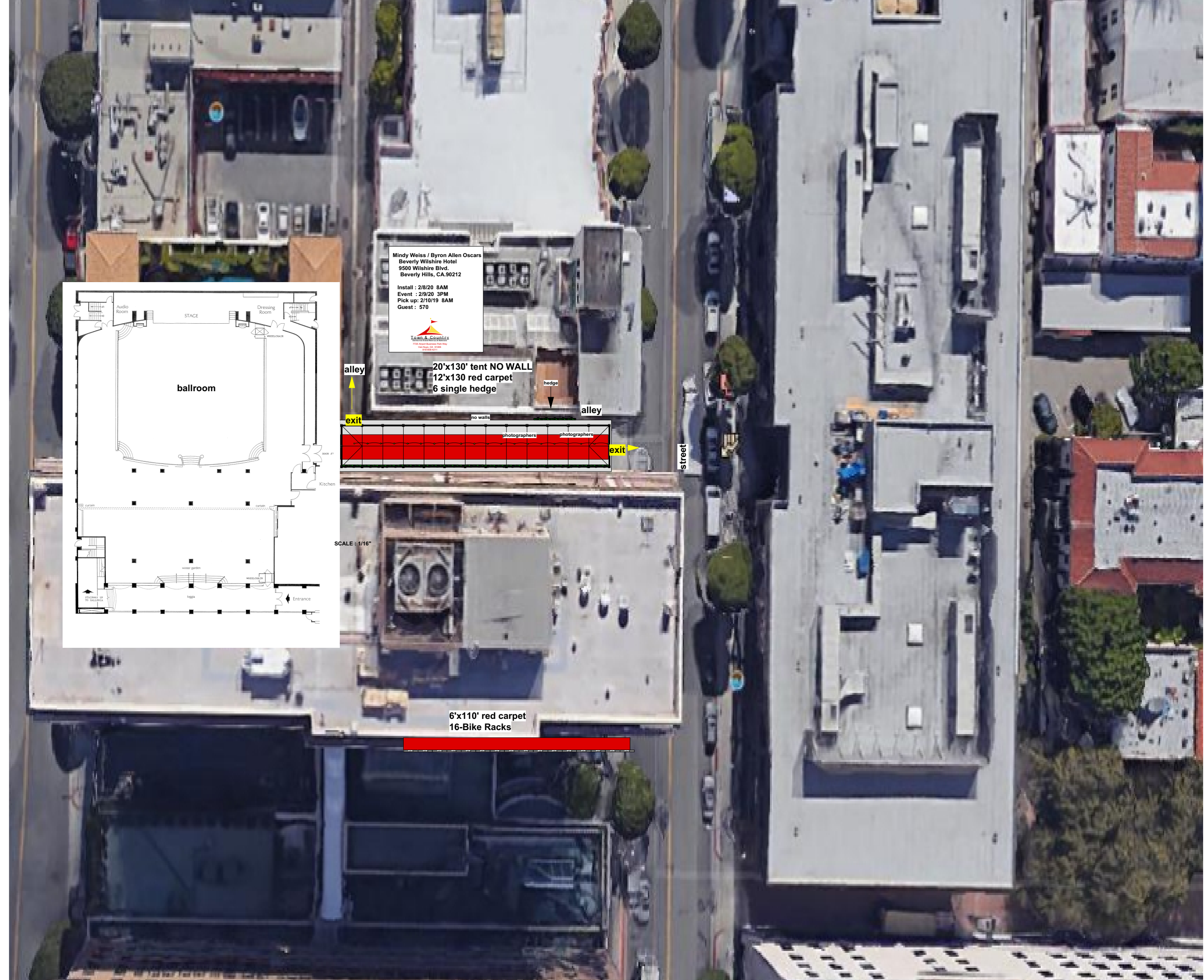
Mindy Weiss / Byron Allen Oscars
 Beverly Wilshire Hotel
 9500 Wilshire Blvd.
 Beverly Hills, CA.90212
 Install : 2/8/20 8AM
 Event : 2/9/20 3PM
 Pick up: 2/10/19 8AM
 Guest : 570

20'x130' tent NO WALL
 12'x130 red carpet
 6 single hedge

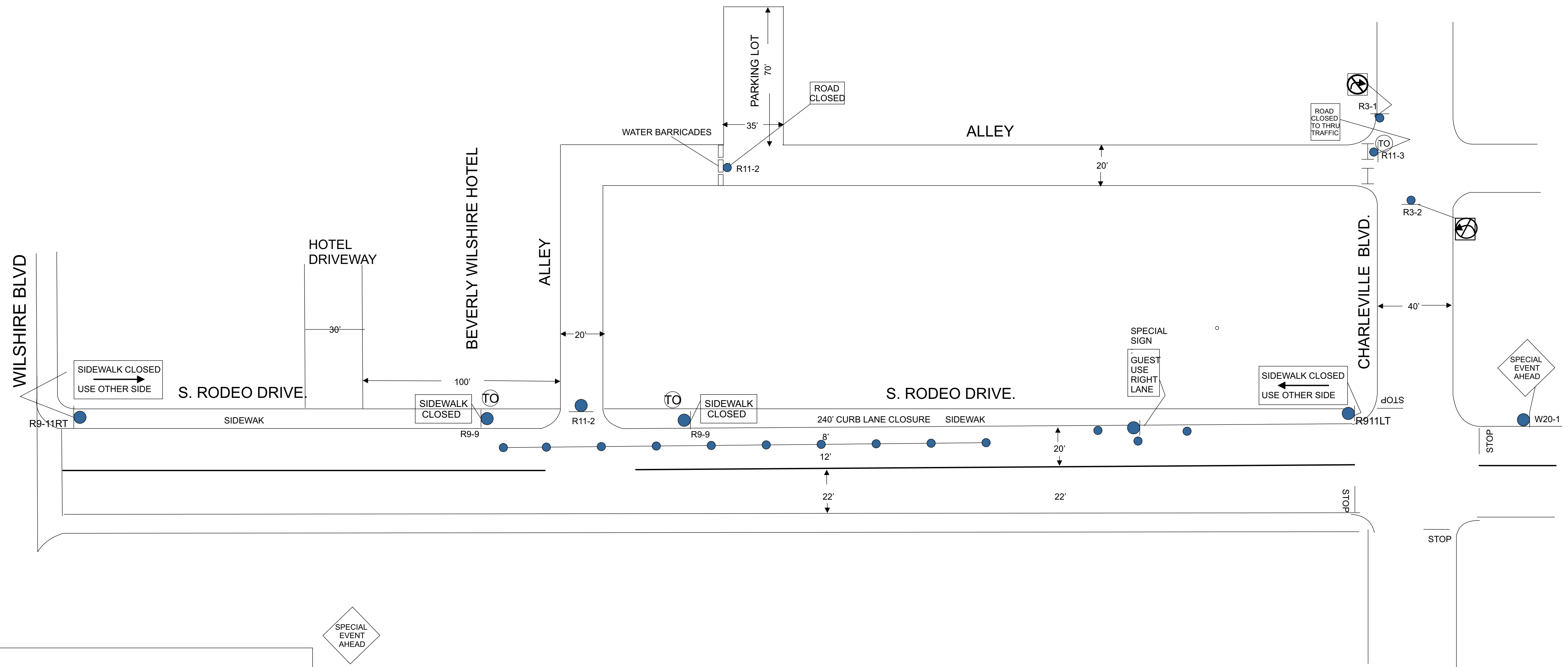


SCALE : 1/16"

6'x110' red carpet
 16-Bike Racks



Attachment 4



LEGEND:
 W20-1 SPECIAL EVENT AHEAD
 R3-1 NO RIGHT TURN
 R3-2 NO LEFT TURN
 R9-9 SIDEWALK CLOSED
 R9-11 SIDEWALK CLOSED CROSS HERE
 R11-2 ROAD CLOSED
 R11-3 ROAD CLOSED TO THRU TRAFFIC
 TO TRAFFIC CONTROL OFFICER
 28" REFLECTORIZED TRAFFIC CONE
 WATER BARRICADES.

W20-1 SP
 SIDEWALK CLOSED
 USE OTHER SIDE
 R9-11
 SIDEWALK CLOSED
 R9-9
 R3-1 R3-2
 ROAD CLOSED
 R11-2

NOTES:
 1. THIS ALLEY CLOSURE BETWEEN RODEO RD. AND CHARLEVILLE BLVD. WILL BE IN EFFECT 2023 STARTING AND PICK UP
 ALL CLOSURES WILL MEET WATCHMAN MANUAL 2019 SPECIFICATIONS
 2 ALL SIGNS SHALL MEET THE LATEST EDITION OF THE MUTCD SPECIFICATIONS
 4 BEVERLY HILLS POLICE AND CITY TRAFFIC OFFICERS WILL BE IN CONTROL OF ALLEY CLOSURES TRAFFIC CONTROL AND SECURITY ON PROJECT..

← N
 SCALE 1" = 40'

FLASH TRAFFIC, INC.
 DRAWN BY: RICK VASQUEZ
 661-733-2053
 STATE CONTRACTOR LICENSE #
 963168

JIMMY PAOLA
 310-562-2345

BEVERLY WILSHIRE HOTEL
 TRAFFIC CONTROL, WATER K-RAIL AND SIDEWALK CLOSURE PLAN.
 CLOSURE OF ALLEY, AND CURB LANE FOR GUEST VALET ON S.RODEO DR