



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
Virtual Meeting

**Beverly Hills City Council Liaison /
Small Business Assistance Task Force Committee Meeting**

SPECIAL MEETING HIGHLIGHTS

Tuesday, June 8, 2021
3:30 PM

MEETING CALLED TO ORDER

Date / Time: June 8, 2021 / 3:30 PM

IN ATTENDANCE: Vice Mayor Lili Bosse, Councilmember Lester Friedman, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Todd Johnson (Beverly Hills Chamber of Commerce), Blair Schlecter (Beverly Hills Chamber of Commerce), Jeff Tilem (Pioneer Hardware Company) Jon Goldfarb (Second Time Around Watch Company), David Mirharooni, Johana Hernandez (Glaudi), Tara Riceberg (Tesoro), Sabaa Kamal (Kamal Beverly Hill), Larry Johnson, Daniel Bermudez (Beverly Hills Chamber of Commerce).

1) Public Comment

Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: None

2) Welcome & Introductions and Purpose of the Task Force

- Todd Johnson opened the meeting and task force members introduced themselves.

3) Discussion Areas

a) Recent ADA Lawsuits Impacting Beverly Hills Businesses

- Todd Johnson discussed recent ADA issues and encouraged businesses to ensure their websites are ADA compliant.
- Blair Schlecter announced the Chamber would provide information in an upcoming newsletter to Chamber members and that there is an upcoming free webinar on the topic scheduled for June 30th at 4:00pm.

b) Information Sharing by Task Force Members

- Task force members reporting on business activity, employee safety, social distancing guidelines, individuals experiencing homelessness, ambassadors, and how to attract local residents to shop in Beverly Hills.
- Johana Hernandez of Glaudi Beverly Hills shared about her upcoming Drive Thru Fashion Show that will occur on Sunday, July 25th.
- Staff discussed that BHPD will be creating a business district focused team in the coming months with an anticipated start in September 2021.

4) Small Business Programming Initiatives

- a) Beverly Hills Small Business Forum – June 10, 2021

- Blair Schlecter provided information on the virtual event and encouraged task force members to participate.
- b) My Beverly Hills – Rebrand
- Task force members discussed the status of the My Beverly Hills program and how to participate in the current program that encourages residents to shop, eat, and play locally.
 - Liaisons encouraged having local businesses tell their stories as part of the rebrand.
 - Task force members shared that for some of the members they see more tourists shop in their stores than local Beverly Hills residents however would love to see more residents shop locally.
- c) Upcoming Webinars and Consulting for Small Businesses
- ADA Webinar on June 30th at 4:00pm.
- d) Other Programs and Services
- Blair Schlecter announced upcoming new businesses that will be opening or have recently opened in Beverly Hills including: Philz Coffee, Ben & Jerry's, Sweetgreen, Erewhon Market, Nusr-Et Steakhouse, and Golden Goose.

5) Adjournment

Date / Time: June 8, 2021 / 4:40 PM