



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

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

**TELEPHONIC VIDEO CONFERENCE MEETING**

**Beverly Hills Liaison Meeting**

<https://beverlyhills-orq.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)**

**MEETING HIGHLIGHTS**

Monday, June 28, 2021

4:00 PM

**MEETING CALLED TO ORDER**

Date / Time: June 28, 2021 / 4:01 PM

**IN ATTENDANCE:** Mayor Bob Wunderlich; Vice Mayor Lili Bosse; Nancy Hunt-Coffey, Assistant City Manager; Gabriella Yap, Deputy City Manager; Laura Biery, Marketing and Economic Sustainability Manager; Kathy Gohari, Rodeo Drive Committee; Paul Marks, Burgeois Productions; Todd Johnson, President of Beverly Hills Chamber of Commerce; Shana Epstein, Public Works Director, Magdalena Davis, Special Events Film Coordinator; Teresa Revis, Associate Project Manager; Darren Grilley, City Engineer; Cindy Owens, Policy & Management Analyst, Keith Sterling, Chief Communications Officer, Bianca Heyward, Robert Sahagun, Street Superintendent; Adrienne Tarazon, Executive Assistant.

**1) Public Comment**

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

- No public comment

**2) Review of the Rodeo Drive Committee (RDC) 2021 Holiday Décor Proposal**

- Kathy Gohari presented the proposal for the 2021 Rodeo Drive median holiday décor. The Rodeo Drive Committee will return to the City Council Liaisons at a future date regarding any proposals for holiday season weekly programming and a holiday lighting celebration event for the 2021 holiday season.

- The total cost for the proposed Rodeo Drive 2021 holiday median décor is \$397,188.77. Staff has identified funds in the City Council approved Fiscal Year 2021-2022 Policy & Management Tourism and Marketing budget (00101311) to cover the cost for the Rodeo Drive holiday median décor.
- Vice Mayor Bosse asked about music on Rodeo Drive and status of speakers on the street. Kathy responded the music would begin on November 18<sup>th</sup> to create a festive environment. Shana Epstein confirmed that there are speakers currently on Rodeo and the upgrades to sound quality is in progress.
- Vice Mayor Bosse asked about the plan for merchants to stay open late during the holiday season. Kathy stated that while they cannot speak for all businesses in Beverly Hills, it was anticipated that many businesses along Rodeo Drive would extend store hours during the 2021 holiday shopping season this year. Kathy also shared that stores are working on proposing ideas for the holiday season and understand the BOLD holiday season means later hours. Kathy also stated that the Rodeo Drive businesses are accustomed to the BOLD logo and programming and have been asking about it returning for the 2021 holiday season.
- Vice Mayor Bosse asked about entertainment and activation on the street. Kathy suggested working with the proposed elf theme and offer interactive activities for people to stop and spend more time on the streets.
- Mayor Wunderlich asked about the design and theme of the holiday décor. He suggested that if the BOLD logo was to be included in the street pole banners that it should be moved on the banner to a less cluttered location, possibly in the bottom left within the ornament.
- Council liaisons agreed on the red décor theme and BOLD branding. If the Rodeo Drive Committee wants to incorporate the BOLD holiday season into the décor, Vice Mayor Bosse requested that stores stay open late and activations on the streets. If BOLD is not incorporated, Vice Mayor Bosse approves the red décor theme.
- Additionally, during the meeting recommendations were made to modify the median décor to include additional blue and silver elements on each block of median displays and not just on the 200 block of the median displays.
- The liaisons agreed on moving forward with the traditional theme with a modern twist. The Council liaisons reviewed and approved the funding request and recommended it to move on to the full City Council for approval at the July 15, 2021 City Council meeting.

### **3) Future Agenda Items Discussion**

- City Staff and the Rodeo Drive Committee will return to the City Council Liaisons at a later date with a proposal for holiday programming and a potential holiday lighting celebration event date.

- Mayor Wunderlich requested that a traditional holiday theme be used in banners and press releases. Vice Mayor Bosse also requested that although this is a traditional theme, the proposal be forward-thinking as well. Vice Mayor reiterated her support of stores staying open later and creating vibrancy for the upcoming holiday season.

**ADJOURNMENT**

Date / Time: June 28, 2021 / 4:55 PM