



**BEVERLY HILLS CITY COUNCIL LIAISON/
SMALL BUSINESS ASSISTANCE TASK FORCE
COMMITTEE**

SPECIAL MEETING HIGHLIGHTS

**Beverly Hills Chamber of
Commerce**
9400 Santa Monica Blvd.,
2nd Floor Boardroom
Beverly Hills, CA 90210

April 25, 2019
8:30 AM

MEETING CALLED TO ORDER

Date/Time: April 25, 2019 / 8:36 AM

ATTENDANCE

City Officials: Lester Friedman, Vice-Mayor; Julian Gold, Councilmember
City Staff: George Chavez, Assistant City Manager; Laura Biery, Marketing and
Economic Sustainability Manager; Susan Healy Keene, Director of
Community Development; Ryan Gohlich, Assistant Director of
Community Development; Raj Patel, Assistant Director of Community
Development; Nestor Otazu, Code Enforcement Manager; Judy
Gutierrez, Assistant Planner; Ara Retchian, Senior Plan Review
Engineer; Randy Miller, Building Inspection Manager.

Chamber Staff: Todd Johnson, President and CEO; Blair Schlecter, Vice President of
Economic Development and Government Affairs

Task Force Members: Jeff Tilem, Pioneer Hardware; Joe Tilem, Dawson, Tilem, and Gole;
Shawn Saeedian, Beverly Hills Market and Deli; James Anderton,
West; Susan Andriacchi, Massage Envy; Chris Bonbright, Gratitude
Beverly Hills, Umberto Savone, Umberto Beverly Hills; Sabaa Kamal,
Kamal Beverly Hills; Shawn Saeedin, Beverly Hills Market; Shahe
Basmajian, Robert Burns Wines; Lena Basmajian, Robert Burns Wines

1. Public Comment

None.

2. Welcome, Introductions and Purpose of the Task Force

Each attendee introduced themselves.

The purpose of the Task Force is to attract and retain small businesses in Beverly Hills and to continue to ensure that Beverly Hills provides a favorable business climate for small business.

3. Recap of Last Meeting

Blair Schlecter provided a brief recap of the last meeting which addressed opportunities and challenges surrounding signage. The Task Force is looking at 4 main areas (parking, signage/permitting, street beautification and foot traffic).

4. Permitting

The Task Force heard from several City staffers about permitting requirements and opportunities related to outdoor dining, tenant improvements and the permit process more generally. The Task Force then discussed a few specific scenarios as well as more generally ways to work in greater connectivity with the City to get through the process smoothly. The Task Force discussed ways to communicate requirements to businesses. Separately discussed was a question for businesses about how they handle credit card processing.

5. Action Items/Recommendations

The Task Force discussed the potential of creating a written guide or 1 sheet for businesses to navigate the permitting process. The Chamber currently has a pamphlet that guides business opening or maintaining a business in Beverly Hills and will look at supplementing or adding to this pamphlet with additional documentation.

The Small Business Task Force was reminded of Small Business Week coming up on May 6-10, 2019. The Task Force is invited to the Beverly Hills City Council meeting on May 7 at 7pm where a proclamation will be issued. They were also encouraged to attend the Chamber's My Beverly Hills Mixer on May 8 and Get to Know Your City Open House on May 9 in partnership with the City.

6. Adjournment

The next meeting will be scheduled in May, the date to be determined.

Date /Time: April 25, 2019 / 9:35 AM