



CITY OF BEVERLY HILLS
455 North Rexford Drive
Beverly Hills, CA 90210
Teleconference/Video Conference Meeting

Beverly Hills Liaison Meeting
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Beverly Hills City Council Liaison / CVB / Marketing Committee and the Beverly Hills City Council Liaison:

SPECIAL MEETING HIGHLIGHTS

Thursday, September 10, 2020
4:30 PM

MEETING CALLED TO ORDER

Date / Time: September 10, 2020/ 4:42PM

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Lili Bosse, Deputy City Manager Gabriella Yap, City Auditor Eduardo Luna, Director of Finance Jeff Muir, Community Outreach Manager Garin Hussenjian, Marketing and Economic Sustainability Manager Laura Biery, Principal Performance Auditor Abbey Tenn, Policy and Management Analyst, Cindy Owens, Executive Assistant Lisa Karson, Linda Briskman (BHCVB), Julie Wagner (BHCVB), Sandy Murphy (Beverly Hilton), John Bendheim (BH Courier), Peter Humig (Beverly Wilshire), Offer Nissenbaum (Peninsula Hotel), Eliot Finkel (BHCVB), Bill Wiley (BHCVB).

1) Public Comment

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

- Speakers: None

2) Discussion regarding current hotel market conditions impacting Beverly Hills hotels

- 30% average occupancy rate reported. No significant decreases in average daily rates. Occupancy on weekends is 10% higher than weekdays.
- Trend appears to be last minute bookings, very little future bookings.

3) Review of existing and planned marketing activity by the Beverly Hills Conference and Visitors Bureau

- Marketing activity included:
- "Dreaming of Beverly Hills" video sent out via email and social media to keep Beverly Hills at top of mind for travelers.

- Quiz series
 - Celebrated National Travel and Tourism Week (May 3-9) via social media.
 - BH Home Hotelier 7-part video series was a huge success.
 - Recovery Marketing included posts regarding wearing masks and outdoor dining.
 - Calling All Californians Drive Market Campaign – to run on Expedia to amplify destination and custom landing page for BH hotels. Runs from 8/20-11/15.
 - Los Angeles area destinations, Expedia – Los Angeles, Santa Monica, West Hollywood, Marina Del Rey, and Beverly Hills.
- 4) **Review of the Fiscal Year 2020-2021 Beverly Hills Conference and Visitors Bureau Work Plan and Budget**
- Anticipated carry over funds for CVB in June 2020 were \$328,000; actual amount was \$269,000.
 - Both Mayor Friedman and Councilmember Bosse voiced gratitude and support for the job the BHCVB is doing during these difficult times.

ADJOURNMENT

Date / Time:

September 10, 2020 / 5:42 PM