



CITY OF BEVERLY HILLS

455 N. Rexford Drive
Beverly Hills, CA 90210

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

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting

<https://www.gotomeet.me/BHLiaison>

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Access Code: 660-810-077

MEETING HIGHLIGHTS

Thursday, December 17, 2020

4:00 PM

MEETING CALLED TO ORDER

Date / Time: December 17, 2020 / 4:00 PM

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Lili Bosse, City Manager George Chavez, Assistant City Manager Nancy Hunt-Coffey, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Community Outreach Manager Garin Hussenjian, Executive Assistant Adrienne Tarazon, Kathy Gohari, Nicola Cagliata, Lyn Winter, Livia Mandoul.

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.
 - No public comment received.

2) Rodeo Drive Committee Podcast: Season Two "Only on Rodeo Drive"

- The item presented provided the City Council liaisons with information about the second season of the Rodeo Drive Committee's podcast series titled "Only on Rodeo Drive," a podcast dedicated to luxury and fashion on Rodeo Drive. The podcast series was presented and approved by the Council liaisons on February 27, 2020 and formally approved by the City Council on April 21, 2020.
- The Rodeo Drive Committee proposed a second podcast season consisting of eight episodes. The podcast series will provide immersive experiences, behind-the-scenes stories, and histories of some of Rodeo's landmark boutiques. Each episode will be thirty minutes long.
- The Rodeo Drive Committee proposed to continue working with the group from the first series: Bronwyn Cosgrave host Frances Anderton producer and Lyn Winter, executive producer.

- The Rodeo Drive Committee raised \$30,000 in sponsorship to partially cover the cost of the series and requested an additional \$20,000 from the City to cover the remainder of the expenses. Funding would be available in the City Council approved budget for Fiscal Year 2020-2021 in the Tourism and Marketing budget.
- The Council liaisons reviewed the report, provided feedback, and approved the associated funding request.

ADJOURNMENT

Date / Time:

December 17, 2020 / 4:45 PM