



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

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MEETING HIGHLIGHTS

Monday, August 30, 2021

4:00 PM

MEETING CALLED TO ORDER

Date / Time: August 30, 2021 / 4:02 PM

IN ATTENDANCE: Mayor Bob Wunderlich; Vice Mayor Lili Bosse; Nancy Hunt-Coffey, Assistant City Manager; Gabriella Yap, Deputy City Manager; Jenny Rogers, Director of Community Services; Patty Acuna, Assistant Director of Community Services; Stephanie Harris, Community Services Manager; Magdalena Davis, Special Events Film Coordinator; Shana Epstein, Public Works Director; Daren Grilley, Assistant Director of Public Works; Robert Welch, Engineering Manager; Robert Sahagun, Street Superintendent; Teresa Revis, Associate Project Manager; Cindy Owens, Policy & Management Analyst; Laura Biery, Marketing and Economic Sustainability Manager; Kathy Gohari, Rodeo Drive Committee; Mark Tronstein, Rodeo Drive Committee; Kay Stovall, Rodeo Drive Committee; Stephanie Vahn, Arts and Culture Commission; Kiersten Dunn, Rodeo Drive Committee; Jim Sullivan, Rodeo Drive Committee; Paul Marks, J. Ben Bourgeois Productions; Steve Mayer; Deborah Frank; Dion Jackson; Alice Shim, J. Ben Bourgeois Productions; Paul Paolone, Senior Recreation Supervisor; Aida Thau, Executive Assistant; Lisa Karson, 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.

Speakers: Phil Savenick, member of the Beverly Hills Historical Society, submitted an email offering their support of the Beverly Hills Dance and Fitness Blast celebrating the City's birthday. The email was read into the record.

2) **Update on Hanukkah Elements included in the Citywide Holiday Décor and Lighting**

- In the Beverly Gardens Park, the Lily Pond area will continue the tradition of having both a menorah and a Christmas tree. In addition, the new Lily Pond glowing reeds will be lit in warm white the majority of the holiday season with nightly activations of a coordinated audio and light show. Two different shows are proposed for the holiday season, one that will have a mix of holiday Christmas and Hanukkah music and a large range of colors and a second show that will run the nights of Hanukkah focusing on Hanukkah music and blue and white lights.
- The Wilshire spans include programmable RGB lighting to allow customization of some of the colors on the spans. Staff is recommending using this feature to change the lighting for the eight nights of Hanukkah from solely warm white, to be blue and warm white.
- The décor element on the fountain area at Beverly Cañon Gardens will be enhanced with additional decorative elements to incorporate Hanukkah, Christmas, and holidays. This year the program will include a rotation of lighting for the icicle strands across north Beverly Drive and the swags over north Cañon Drive that include blue and white to represent Hanukkah as well as the full range of colors; this will be activated for the entire holiday season and not just the eight nights of Hanukkah.
- This year, the new street pole banners are being designed to include Hanukkah for 1/3 of the banners.
- The music played in the Business Triangle throughout the holiday season will include a mix of Hanukkah, Christmas, and holiday music.
- The proposed Holiday Lighting kickoff event on Rodeo Drive will include at least one kosher food truck.
- These updates will be shared with the full City Council on September 14, 2021.

3) **Review Proposal from the Rodeo Drive Committee (RDC) for the 2021 Holiday Lighting Celebration (Thursday, November 18, 2021)**

- Kathy Gohari presented the proposal for the 2021 Holiday Lighting Celebration highlighting the following:
 - Event Layout Concept will consist of three separate stages with multiple live vocal performers.
 - Preliminary Evening Timeline including performers, Santa and fireworks.
 - Featured Acts and Ancillary Acts using live models dressed in Christmas and Hanukkah themes for photo ops with guests, holiday helpers, oversized bicycles with riders handing out candy, and stilt performers.
 - Food trucks and wine garden to include vegan and kosher options.
 - Social Media Photo Moments providing backgrounds for photo opportunities.
 - Signage and Graphic Designs to include signs reminding of masking requirements and social distancing as well as banners featuring Rodeo Drive Holiday Helpers; will also offer clear masks that will allow smiles to be seen.
 - VIP Viewing Decks, pending participation from Rodeo Drive merchants with rooftop access, would provide rooftop installations to add to the celebration that could allow VIP guests to enjoy.

- Presentation Budget Estimate is \$529,776.
- Citywide Music Coordination Budget Estimate is \$11,500.
- Vice Mayor Bosse asked about a plan for merchants to stay open late during the holiday season; Kathy Gohari stated that Rodeo Drive businesses are accustomed to the BOLD programming and have been making inquiries for the 2021 holiday season; it was also shared that stores are working on proposing their own ideas for client-based interactive activities. Kathy also shared that the businesses were requesting to continue the BOLD logo branding on the Rodeo Drive holiday banners and marketing.
- The Liaisons asked about contingency planning in the event the Holiday Program must be cancelled due to the pandemic; Liaisons suggested adding a COVID clause in contracts related to the Holiday Program, or obtaining an insurance policy, in order that the City does not lose significant funds due to cancellation.
- Liaisons suggested a virtual live broadcast streaming of the Program in the event residents and members of the public are unable to attend in person or are uncomfortable to do so.
- The Holiday Lighting Celebration will be presented to the full City Council on September 14, 2021 for approval.

4) Review Proposal for the City of Beverly Hills Dance and Fitness Blast (Sunday, January 30, 2022)

- Dion Jackson presented a proposal to the Liaisons for a free fitness event on 01/30/22 on N. Crescent Drive and City Hall areas; this event would be focused on celebrating the hardworking efforts of City staff and the City's birthday with live classes, booths with local health, wellness and activities with music.
- The Liaisons are in full support of the Beverly Hills Dance and Fitness Blast; this item will be brought to the full City Council at a future date.

5) Update on Proposed Arts and Culture Events

- Community Services Director Jenny Rogers provided an update on special events proposed for this fall and winter including special art exhibits that are part of the City's Embrace and Celebrate Culture Initiative:
 - '*Visions of the Future*' – a recurring exhibition program to activate empty storefronts with art in public spaces
 - '*Beyond 2021*' – a special art installation sponsored by the City and UTA.
 - '*LA Frieze*', a renowned traveling art fair, which will be hosted in Beverly Hills from 02/17/22 – 02/20/22, with possible temporary public art installations in Beverly Gardens Park; logistics are ongoing with City staff.

6) Future Agenda Items Discussion

- None

ADJOURNMENT

Date / Time:

August 30, 2021 / 5:31 PM