



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

Beverly Hills City Council Liaison / Branding and Licensing Committee

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting

<https://beverlyhills-org.zoom.us/my/committee>

Passcode: 90210

You can also dial in by phone:

United States (Toll Free): 1-833-548-0282 or United States: +1 669-900-9128

MEETING HIGHLIGHTS

Wednesday, August 11, 2021
4:30 PM

MEETING CALLED TO ORDER

Date / Time: August 11, 2021 / 4:30 PM

IN ATTENDANCE: Councilmember John Mirisch; Councilmember Lester Friedman; Deputy City Manager Gabriella Yap; Marketing and Economic Sustainability Manager Laura Biery; Assistant City Attorney Lolly Enriquez; Azadeh Samimi, CMG Worldwide; Mark Roesler, CMG Worldwide; Travis Cloyd, CMG Worldwide; Ryan Boggs, Amiri; Gregory Peck, Crescent Hotel; Chris Dellavou, Greg Norman Estates; Webviewer Murray Fisher; Webviewer Thomas White; Webviewer Robbie Anderson; Executive Assistant Lisa Karson.

1) Public Comment

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

- None

2) Request for Use of City Shield in Additional Color Variations for Apparel Items by Amiri

- Amiri is interested in using the Beverly Hills Shield in a Los Angeles Lakers inspired purple and gold colored scheme on a series of apparel items. The Beverly Hills Shield would be featured on a series of (but not limited to) tees, hats, and sweatshirts. Previously, Amiri received approval to feature the Beverly Hills Shield in front of the Amiri logo in pink, black or white print, as well as a rainbow color theme.
- The total revenue received by the City of Beverly Hills for branding and licensing by Amiri from their previously approved Beverly Hills branded merchandise is approximately \$8,000 per quarter.
- The Council Liaisons agreed to take this item forward to the full City Council for further review and consideration.

3) Request for Use of City Shield for a Branded Beverly Hills Wine Collection by Greg Norman Estates

- Greg Norman Estates is proposing a Branded Beverly Hills Wine Collection using the City Shield, in addition to a wine tasting room to highlight the branded wine within the lobby of the Crescent Hotel.
- The Council Liaisons recommend to not support this request for use of the shield and will take this item to the full City Council to determine if additional exclusions should be added to existing branding guidelines.

4) Update from CMG Worldwide Regarding Exploration of Opportunities for Licensing at LAX

- CMG Worldwide reports that there has not been much interest in partnering on a license to use the Beverly Hills Shield on products at LAX, however duty-free shops may be an option to explore as travel increases in the future.

5) Future Agenda Items Discussion

- Possible proposal mentioned for the future for development of an augmented reality (AR) experience at LAX by placing Beverly Hills Shields throughout the airport that would act as markers, can be scanned by phone and guide users to different portals to purchase Beverly Hills branded merchandise.
- CMG Worldwide shared there may soon be a possible clothing partnership with Revolve.
- Councilmember Friedman mentioned high profile events coming to the Los Angeles area would be great opportunities to consider for licensing such as the Super Bowl in 2022 and the Olympics in 2028.

ADJOURNMENT

Date / Time:

August 11, 2021 / 5:35 PM