



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

**CITY OF BEVERLY HILLS  
455 N. Rexford Drive  
Room 280A  
Beverly Hills, CA 90210**

**Meeting Highlights**

**IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING**

**Beverly Hills Liaison Meeting  
<https://beverlyhills-org.zoom.us/my/committee>  
Meeting ID: 516 191 2424  
**Passcode: 90210****

**You can also dial in by phone:  
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**Monday, August 1, 2022  
5:15 PM**

*In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org) and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Rodeo Drive / Special Events/ Holiday Program Committee. Beverly Hills Liaison meetings will be in-person at City Hall.*

**MEETING CALLED TO ORDER**

Date/ Time: August 1, 2022/ 5:15 PM

**IN ATTENDANCE:** Mayor Lili Bosse; Councilmember Lester Friedman, Assistant City Manager Nancy Hunt-Coffey, Director of Public Works Shana Epstein, Marketing and Economic Sustainability Manager Laura Biery, and Associate Project Manager Teresa Revis.

- 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) Resolution of the Beverly Hills City Council Liaison / Rodeo Drive Committee / Special Events / Holiday Program Committee continuing to authorize public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.

Recent legislation was adopted allowing the Beverly Hills City Council Liaison / Rodeo Drive Committee / Special Events / Holiday Program Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions and the proposed resolution implements the necessary requirements.

Motion by Councilmember Lester Friedman, second by Mayor Lili Bosse. Passed unanimously.

- 3) Discussion Regarding Citywide Holiday Décor for Winter 2022
  - a. Presentation/Staff Report presented by Teresa Revis
    1. Recap of Holiday Décor from 2021
    2. Changes for 2022
      1. Hanukkah overlapping with Christmas, staff proposes incorporating Hanukkah for entirety of season and incorporating more blue and white.
      2. Robertson Blvd improvement project will begin in fall therefore staff recommends only installing lights not canopy décor in an effort to more easily and quickly remove as needed for construction.
    3. Direction needed on existing décor
      1. Staff recommends replacing existing garland and bows, also not lighting garland and having the focus of it be daytime décor.
      2. Replace current Christmas tree.
      3. Upgrade Menorah base.
      4. Purchase replacement audio for certain locations, some have noted they do not want the audio.
      5. Beverly Spans had significant issues in 2021, reduce number of spans from ten to eight, recommended redesign for 2023.
      6. Beverly Canon Gardens: upgrade décor, 4 options presented.
      7. Projection Mapping: direction needed for location, dates, duration, sponsorship and content.
      8. Discussion regarding presentation, questions and feedback from Councilmember Friedman and Mayor Bosse.
        1. Supportive of replacing bows and garland.
        2. Supportive of keeping 14' Christmas tree and upgrading Menorah base at Beverly Gardens Park.
        3. Support revised installation of background audio replacement (if it's a five year life span).
        4. For Beverly spans, support reducing the number of spans from 10 to 8 and continuing the use for one more year.
        5. For Beverly Canon Garden décor selection, support "Scribbles" design.
        6. For projection mapping, support option two, return with additional specifications and sample holiday video. Further

explore sponsorship opportunity. Ensure show will end no later than 10 p.m.

7. Gateway lights: not moving forward at this time.
8. Continue Lily Pond show.
9. Liaisons support moving forward with timeline.

4. Fiscal Impact

1. No request for additional funding at this time. The funding is already included in the Year- round Décor and Holiday Decorations CIP.
2. Staff will return at future date to discuss proposal for Rodeo Drive holiday décor and lighting (not part of CIP, will be presented August 18, 2022).

4) Future Agenda Items

- a. Next meeting will be August 18, 2022 at 4:00 PM.
- b. Updates requested will be presented.
- c. Presentation from Rodeo Drive Committee regarding Rodeo Drive Holiday Lighting Celebration and plans for décor being proposed for Rodeo Drive.

5) Adjournment

Date/ Time: August 1, 2022/ 6:10 PM