



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
4<sup>th</sup> Floor Conference Room A

**Beverly Hills City Council Liaison/CVB/Marketing Committee Meeting**

**SPECIAL MEETING HIGHLIGHTS**

Monday, April 8, 2019  
4:00 PM

**MEETING CALLED TO ORDER**

Date / Time: April 8, 2019 / 4:05PM

**IN ATTENDANCE:** Mayor John Mirisch, Councilmember Lili Bosse, Assistant City Manager George Chavez, Community Outreach Manager Huma Ahmed, Policy and Management Analyst Cindy Owens, Marketing and Economic Sustainability Manager Laura Biery, Julie Wagner (CVB), Linda Briskman (CVB), Eliot Finkel (CVB),

**1) Public Comment**

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

- Community Member David Gingold spoke about transportation issues for visitors in the business triangle area.

**2) Beverly Hills Conference and Visitors Bureau Presentations on:**

**a. Destination Marketing Plan**

- o A summary report was provided to liaisons of work completed to date and program goals and plans to be established in FY 2019/20.
- o Total cost for the Destination Master Plan was \$117,500. BHCVB agreed to fund \$55,000 from Fiscal Year 2016/2017 carryovers along with an additional \$12,500 from Fiscal Year 2017/2018. The City appropriated the remaining \$50,000. No other additional funds were provided.
- o The plan will be presented at a future meeting for City council prioritization and approval.
- o Liaison feedback discussed areas of focus and a governance committee.

**a. BOLD Summer 2019**

- o BOLD Summer – Council liaisons agreed to Janet Echelman & Flash Mob programming presented.

**ADJOURNMENT**

Date / Time: 5:10 PM / April 8, 2019