



CITY OF BEVERLY HILLS
Video Teleconference
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Beverly Hills, CA 90210

Beverly Hills City Council Liaison / Chamber of Commerce Committee

TELEPHONIC VIDEO CONFERENCE SPECIAL MEETING HIGHLIGHTS

Thursday, May 29, 2020
9:00 AM

MEETING CALLED TO ORDER

Date / Time: May 29, 2020 / 9:04 AM

IN ATTENDANCE: Les Friedman, Mayor; Julian Gold, M.D., Councilmember; George Chavez, City Manager; Gabriella Yap, Deputy City Manager; Laura Biery, Economic Marketing Manager; Cindy Owens, P&M Management Analyst; Todd Johnson; Blair Schlecter; Greg Stewart, Chamber Consultant; Chuck Merrill, Communications Specialist; 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/Public comment: Mark Elliott - public comment read by Laura Biery

2) Proposed Fiscal Year 2020-2021 Beverly Hills Chamber of Commerce Work Plan

The focus of fiscal year 2020-2021 will be to support business recovery. The Chamber of Commerce work plan items for the upcoming fiscal year 2020-2021 to support business recovery include the following:

COVID-19 Business Recovery Task Force

- Recommend business support policies
- Identify and implement solutions

COVID-19 Business Support Program

- Provide updates on news, orders, resources
- Bi-weekly Walk the Neighborhood program

Shop Local Program

- Connect business and residents encourage to shop local
- Series of events, mixers

- Focus now on social media
- Work with partner agencies on welcome back campaign
- Mixers w/safety protocols in place

Development & Management of BH Property Owners Task Force

- Influence over land use to fill vacancies
- Create 15-20 person task force

Small Business Development Center

- Purpose is to provide effective business counseling
- 20/21 conduct 1-1 consultations and 14 educational seminars
- Partner w/EI Camino College SBDC branch to executive services

Broker's Roundtables

- Provide forum for commercial brokers to interact w/Senior City Officials
- Focus on office market

SB Task Force/Small Business Week & Saturday Campaigns

- Started I 2018 to attract & retain SB in BH
- Continue meeting to develop & help implement recommendations
- Propose campaign for SB Week & SB Saturday to include social media campaign

Virtual Business Retention Mission

- In lieu of annual NY and SF trips
- Meet w/corporate offices of key BH businesses for purposes of retention

LA Metro Subway Stakeholder Outreach Meetings

- Keeping stakeholders engaged

BH Business Recovery Videos

- Highlight business recovery efforts
- Chamber will manage creation of videos working w/City

VP, COVID-19 Business Recovery

Design a program to guide small businesses through recovery from the pandemic with a proposal to hire a full time consultant to stay in touch with key business reps.

ADJOURNMENT

Date / Time: May 29, 2020 / 10:08 AM