



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
2nd Floor Room 280A

Beverly Hills City Council Liaison / Branding and Licensing Committee

SPECIAL MEETING HIGHLIGHTS

Wednesday, April 6, 2022
2:30 PM

MEETING CALLED TO ORDER

Date / Time: April 6, 2022 / 2:30 PM

IN ATTENDANCE: Councilmember John Mirisch; Councilmember Lester Friedman; Assistant City Manager Nancy Hunt-Coffey; City Attorney Larry Wiener; Marketing and Economic Sustainability Manager Laura Biery; Thomas White (Via Zoom); Mark Roesler - CMG Worldwide; Azadeh Samimi - CMG Worldwide; Joey Roesler - CMG Worldwide; Tina Xu - CMG Worldwide (Via Zoom); Anna Tran - Revolve (Via Zoom); Raissa Gerona - Revolve (Via Zoom); Robbie Anderson (Via Zoom)

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 Renewal of the Agreement for Use of the City Shield by Universal Studios Orlando Theme Park and Universal Studios Japan Theme Park; and Request for Use of the City Shield by Universal Studios Beijing Theme Park

- Mark Roesler CEO and Azadeh Samimi General Counsel of CMG Worldwide presented to the Committee the deal structure of the licensing agreements with escalators starting at \$5,000 a year per park, with an escalator of \$500 per year for each theme park.
- The Liaisons recommended agreements be drafted and brought forward to a future City Council meeting for approval.

3) Request for Use of the City Shield by Revolve

- Raissa Gerona and Anna Tran from Revolve gave a presentation on the apparel line collaboration using the city shield.
- The Liaisons discussed the proposal for Revolve's request for use of the city shield:
 - Term - a one-year term (2022-2023) on their women's apparel line
 - Royalty Rate - one-time \$50,000 fee.

- Units - Products would be 150 units of each (not to exceed 200)
 - Distribution Channels - would be the licensee's online store and a pop up store in Beverly Hills.
 - During the meeting the Liaisons recommended a revised proposal that included
 - Term - the promotion of the campaign would not exceed 4 weeks, the sales term cannot exceed one-year.
 - Royalty Rate - would be 15% of retail and additional royalties at 15% of selling price due if sales exceed \$333,333.33. The advance on royalties would be \$50,000.
 - Units - the max units would be 1,800 and individual unit categories of goods should not exceed 200 units.
 - Distribution Channels - would be the licensee's online store and a pop up store in Beverly Hills.
 - The Liaisons recommended an agreement be drafted and brought forward to a future City Council meeting for approval with the revised proposal terms agreed to at the meeting.
- 4) **Request for Use of the City Shield by Alfred Coffee and Glossier**
- Due to time constraints this item was moved for a future meeting.
- 5) **Future Agenda Items Discussion**
- It was decided to discuss the Alfred Coffee & Glossier agenda item at a future meeting due to time constraints.

ADJOURNMENT

Date / Time:

April 6, 2022 / 3:44PM