



**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://www.gotomeet.me/BHLiaison>

**No password needed**

**You can also dial in by phone:**

**United States (Toll Free): 1-866-899-4679 or United States: +1 646-749-3117**

**Access Code: 660-810-077**

**MEETING HIGHLIGHTS**

Thursday, February 24, 2021  
2:00 PM

**MEETING CALLED TO ORDER**

Date / Time: February 24, 2021 / 2:00 PM

**IN ATTENDANCE:** Councilmember John Mirisch, Councilmember Lili Bosse, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Executive Assistant Adrienne Tarazon, Thomas White, Robbie Anderson, Kathy Gohari.

**1) Public Comment**

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

- Thomas White and Robbie Anderson provided public comment.

**2) Request for Use of City Shield in Rainbow Color Scheme for Apparel Items by Amiri**

- Amiri is interested in using the Beverly Hills Shield in a rainbow color scheme on a series of apparel items. The Beverly Hills Shield would be featured on a series (but not limited to) of tees, hats, and sweatshirts. Previously, Amiri requested to feature the Beverly Hills Shield in front of the Amiri logo in either pink, black or white print.
- The City's current agreement with Amiri does not provide guidelines for color of the City Shield; although Amiri previously shared samples to feature the Beverly Hills Shield in front of the Amiri logo in either pink, black or white print.
- This item is being brought for review as the City has not previously approved the shield to be presented in a rainbow color scheme. Although, the City has allowed the shield to be used in a solid neon or bright colors for City activities such as BOLD or Next Night, the rainbow color scheme does not appear to be on file as a previously approved color scheme.
- The Council liaisons reviewed and approved the use of the City shield in a rainbow scheme.

**3) Review of City Trademarks Licensing Earnings Report**

- Staff receives inquiries from individuals and businesses looking to use the Beverly Hills shield on products and merchandise. As requests are received, they are referred to the City's branding and licensing consultant CMG Worldwide. The City has contracted with CMG Worldwide since 2013.
- CMG Worldwide collects payment on the City's behalf and transfers funds to the City's Finance department. CMG Worldwide retains a portion of the royalties as payment for being the City's branding and licensing consultant.
- The total revenue received by the City of Beverly Hills for branding and licensing in calendar year 2020 was \$14,900.96.

**ADJOURNMENT**

Date / Time:

February 4, 2021 / 2:34 PM