



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210

Beverly Hills City Council Liaison / CVB/Marketing Committee

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting

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MEETING HIGHLIGHTS

Thursday, March 18, 2021
4:30 PM

MEETING CALLED TO ORDER

Date / Time: March 18, 2021 / 4:30 PM

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Lili Bosse, City Manager George Chavez, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Executive Assistant Adrienne Tarazon, Beverly Hills Conference and Visitors Bureau CEO Julie Wagner, Linda Briskman, John Bendheim, Bill Wiley, Sandy Murphy, Eliot Finkel, Peter Humig.

1) Public Comment

- a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
 - No public comment received.

2) Review of activities and metrics for the Beverly Hills Conference and Visitors Bureau occurring during Second Quarter 2020-2021 and Third Quarter 2020-2021

- The CVB will provide an overview of the activities and performance metrics occurring in Second Quarter 2020-2021 and Third Quarter 2020-2021 since the December 17, 2020 CVB Liaison meeting.
- For Fiscal Year 2020-2021 the contract with the CVB is in an amount not to exceed \$2,702,336. The contract amount is divided into four equal payments of \$675,584 to be paid quarterly. To date, the City has made the first three installment payments of \$675,584 each totaling \$2,026,752 covering activities during the period of July 1, 2020-March 31, 2021.
- The fourth payment amount of \$675,584 would cover activities from April 1, 2021 – June 30, 2021.
- The Council liaisons reviewed the activities and performance metrics for the Second Quarter and Third Quarter 2020-2021 activities.

3) Review of the Fiscal Year 2020-2021 Beverly Hills Conference and Visitors Bureau Work Plan and Budget

- For Fiscal Year 2020-2021 the contract is in an amount not to exceed \$2,702,336. For this year's contract, City Council agreed to have the CVB Liaison Committee meet quarterly with the CVB to discuss the work plan and budget as well as make any necessary adjustments quarterly if necessary.
- The year to date savings from the Fiscal Year 2020-2021 adopted CVB work plan and budget are estimated to be \$546,962. The CVB has provided a reallocation proposal for review by the CVB Liaisons that reallocates all but \$1,962 of this estimated savings amount. As these numbers are based on estimates, any unused funds from the contract will be reviewed by the CVB Liaisons at the close of the Fiscal Year 2020-2021 books. These funds may be evaluated for carryover, reprogramming, or refunding to the City.
- The Council liaisons reviewed the reports and provided feedback regarding the request for reallocation of funding in Fiscal Year 2020-2021 as well as any work plan or budget adjustments.

ADJOURNMENT

Date / Time:

March 18, 2021 / 5:04 PM