



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

Beverly Hills City Council Liaison / Branding and Licensing Committee

SPECIAL MEETING HIGHLIGHTS

Monday, June 10, 2019
4:00 PM

MEETING CALLED TO ORDER

Date / Time: June 10, 2019 / 4:00PM

IN ATTENDANCE: Vice Mayor Lester Friedman, Councilmember Robert Wunderlich, Assistant City Manager Nancy Hunt-Coffey, Marketing and Economic Sustainability Manager Laura Biery, Administrative Intern Luis Gonzalez, Mark Roesler-CMG Worldwide, Azadeh Samimi-CMG Worldwide, Thomas White-Municipal League, Assistant City Attorney Lolly Enriquez (over the phone), Robbie Anderson.

1) Public Comment

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

Speakers: Thomas White provided feedback for meeting highlights and requested that notes provide more substance and that meetings be held more frequently.

2) Short-term use of Beverly Hills Shield at Duty Free Stores by Marc Tetro

- The City Attorney's Office issued a cease and desist letter regarding the use of the shield by artist Marc Tetro.
- Marc Tetro requested a short-term use agreement to exhaust all remaining product.
- CMG Worldwide is contracted by the City to vet all potential Beverly Hills shield uses.
- CMG offered a tentative settlement of \$5,000 and a 1 year use or until all existing product is exhausted (whichever occurs first).
- The City Council Liaisons denied the terms of the settlement as presented.
- The City Council Liaisons recommended that Marc Tetro pay the \$5000 settlement and destroy all remaining product and provide appropriate certification.
- CMG Worldwide was directed to follow up with Marc Tetro

3) Update from CMG Worldwide on requests for use of Beverly Hills Shield

- Request for Beverly Hills Shield use by Sara Kazimi for a Swarovski Crystal purse design.
- The City Council Liaisons did not approve the use of the shield for the use of the purse.

4) Update regarding unauthorized use of Beverly Hills Shield

- Presentation by City staff regarding unauthorized uses of Beverly Hills Shield.
- The City Attorney's office authors cease and desist letters to individuals or companies that are found using the Beverly Hills shield without authorized permission. The following companies received a cease and desist letter from the City Attorney's office since the previous City Council Liaison Meeting on December 14, 2018:

- Rite Aid — December 17, 2018
 - Kennel Club of Beverly Hills Beverly Hills Dog Show — December 17, 2018
 - Kitson and Patrick DiLascia Clothing Brand — January 29, 2019
 - Le Petit Gan — January 29, 2019
 - Star City Tours — February 25, 2019
 - Dr. Mahnaz Rashti, D.D.S. — February 27, 2019
 - 8477 Sunset Blvd — April 2, 2019
 - Beverly Beach — April 30, 2019
 - Marc Tetro — May 23, 2019
- Public member Robbie Anderson concerned with the fiscal impact associated with an initial cease and desist letter.
 - Assistant City Attorney stated that there is no significant fiscal impact associated with an initial cease and desist letter.
 - Items for Next Liaison Meeting
 - Provide updates on current and future licensing policies
 - Provide report on current monitoring services and costs

ADJOURNMENT

Date / Time: June 10, 2019 / 5:00 PM