



**CITY OF BEVERLY HILLS
STAFF REPORT**

Meeting Date: December 2, 2008
To: City Council
From: Alison Maxwell, Director Economic Development and Marketing
Subject: Notes from the Special Meeting of the Rodeo Drive/Special Events/Holiday Decoration Committee of November 12, 2008.
Attachments:

INTRODUCTION

This item provides a summary of the Special Meeting of the Rodeo Drive/Special Events/Holiday Decoration Committee held November 12, 2008 to discuss a valet parking program on Rodeo Drive during the holidays.

DISCUSSION

The Committee discussed approaches to provide holiday valet parking on Rodeo Drive, in response to requests from the Rodeo Drive Committee and some of the executives attending the Economic Development Outreach Mission to New York held in October 2008.

The Director of Parking outlined a proposal that would be cost neutral to the City to provide valet parking on a trial basis from Thanksgiving to Christmas. Staff from the Economic Development Office indicated that they would inform the Rodeo Drive Committee and other key businesses on Rodeo Drive of the valet service test period.

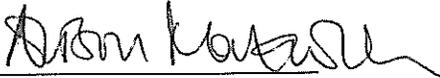
The Committee indicated its support for the trial program.

FISCAL IMPACT

None

RECOMMENDATIONS

Receive and file report

Approved by: 
Alison Maxwell, Director Economic
Development and Marketing