



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** February 19, 2013  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager  
**Subject:** Designation of CVB Board Member Offer Nissenbaum as Centennial Committee Appointee  
**Attachments:** None

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### INTRODUCTION

Mayor Brien has requested that the City Council designate a hotel general manager/Board Member of the Conference & Visitors Bureau as the City's honorary Centennial Liaison Committee representative.

### DISCUSSION

As the Centennial Liaison Committee (Richard Rosenzweig, Councilmembers Bosse and Brucker) continue to chart an ambitious agenda of events and initiatives related to the City's Centennial in 2014, it is critical that the CVB be aligned with the vision and in full partnership regarding events, milestone dates and signature initiatives. This is particularly important for the hotels in the city, which will host visitors and are interested in ensuring that Centennial events complement ongoing tourism activities and scheduled regional events.

As such, having a CVB Board Member attend and participate in Centennial Liaison planning meetings will formalize the bond and ensure effective communications between the City and CVB.

The CVB has selected Offer Nissenbaum, current Board Chair and Managing Director of The Peninsula Hotel, as the Centennial Committee Appointee, and Board Member Sandy Murphy, General Manager of The Beverly Hilton Hotel, as alternate.

### FISCAL IMPACT

None at this time.

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**RECOMMENDATION**

That the City Council provide direction regarding this proposal.



Cheryl Friedling

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Approved By