

**CITY OF BEVERLY HILLS
MINUTES - STUDY SESSION
June 18, 2013
Council Chambers
2:30 P.M.**

**PRESENT: Mayor Mirisch
Vice Mayor Bosse
Councilmember Brien
Councilmember Gold
Councilmember Krasne
Jeff Kolin, City Manager
Larry Wiener, City Attorney
Lolly Enriquez, Assistant City Attorney
Cheryl Friedling, Deputy City Manager
Megan Roach, Marketing and Economic Sustainability Manager**

A - DIRECTION

1. Presentation by the Beverly Hills Conference and Visitors Bureau for Fiscal Year 2013-2014 Scope of Work and Funding Request Provides a presentation from the BHCVB for their Fiscal Year 2013-2014 scope of work and funding request.

Deputy City Manager Cheryl Friedling and Marketing and Economic Sustainability Manager Megan Roach provided a brief overview of the Conference and Visitors Bureau's (CVB) proposed budget. Ms. Friedling introduced CVB Executive Director Julie Wagner. Ms. Wagner was joined by CVB Boardmember and Marketing Vice Chair Sandy Murphy (Beverly Hilton General Manager), and CVB Boardmember and Marketing Chair Ben Trodd (Beverly Wilshire General Manager).

Ms. Wagner presented the CVB's proposed funding request of \$3,996,000.00 for fiscal year 2013/2014. As part of the presentation, Ms. Wagner indicated the areas of Strategic Focus for the upcoming fiscal year.

Ms. Friedling responded to questions regarding Citywide marketing, its coordination, and proposed budget.

Ms. Wagner and Ms. Murphy provided additional information regarding the proposed Suite 100 for the hotels.

Mr. Trodd of the Beverly Hills Hotel discussed Return on Investment for the proposed marketing strategy.

CVB Boardmember and General Manager of Two Rodeo Drive Bill Wiley spoke briefly about the Business Improvement District.

Council indicated that they need to review the City's proposed fiscal year 2013/2014 budget in its entirety in order to approve the CVB's funding request.

2. Presentation by the Rodeo Drive Committee for Fiscal Year 2013-2014 Scope of Work and Funding Request
Provides a presentation from the RDC for their Fiscal Year 2013-2014 scope of work and funding request.

President of the Rodeo Drive Committee (RDC) Jim Jahant, RDC Vice President Mark Tronstein, Former RDC President Tom Blumenthal, Owner of the Luxe Hotel Rodeo Drive Efreem Harkham, Chair of the Rodeo Drive Walk of Style Peri Ellen Berne, Director of Public Relations of Beverly Wilshire Carrie Mitchell, Director of Two Rodeo Drive Bill Wiley, and Sales Manager of Ermenegildo Zegna Noah Alexander presented the RDC's proposed fiscal year 2013/14 budget.

The following member of the public spoke:

- Marcia Hobbs, Beverly Hills Courier

Mr. Jahant responded to questions regarding the Return on Investment (ROI) from events such as the Rodeo Drive Concours.

Council indicated that they need to review the City's proposed budget in its entirety in order to approve the RDC's funding request.

3. Recommendation from the Chamber of Commerce Liaison Regarding the Fiscal Year 2013-2014 Scope of Work and Funding Request from the Beverly Hills Chamber of Commerce and Civic Association
Provides a recommendation from the Liaison for the FY 2013-2014 work plan for the Beverly Hills Chamber of Commerce and Civic Association for business attraction and retention services.

Beverly Hills Chamber of Commerce (Chamber) Board President Steve Ghysels provided an overview of the Chamber's achievements over the last year. Executive Director Alex Stettinski presented the Chamber's Work Plan for fiscal year 2013/14, discussed the South Beverly Business Improvement District formation, and reviewed "AmEx Small Business Saturday" marketing tool.

Director of Economic Development and Government Affairs Andy Sywak discussed the New York Business and Attraction Mission which is scheduled for the week of October 21-25, 2013. Mr. Sywak also discussed the Commercial Brokers Roundtable and the proposed creation of a comprehensive Beverly Hills business map. He discussed the Shop Local Centennial campaign, along with the small business development center, and a recommendation to provide sponsorship for a Beverly Hills Tomorrow event in April 2014.

The City Council made comments and voiced approval of the recommendation in concept.

4. Beverly Hills Sister Cities Association Overview and Funding Request
This item provides an overview on the efforts of the Beverly Hills Sister Cities Association and a funding request of \$5,000 for website development.

Marketing and Economic Sustainability Manager Megan Roach introduced the Beverly Hills Sister Cities Association (BHSCA) co-chairs Dr. Sharona Nazarian and Howard Szabo to present their request.

Dr. Nazarian and Mr. Szabo (co-chairs) presented a PowerPoint and spoke about establishing a Sister Cities Association. Dr. Nazarian discussed the mission statement, organizational structure of the BHSCA, current sister city relationships, search for new sister cities, potential 2014 Beverly Hills sister cities, process for selecting and running new Sister City relationships, function of BHSCA, BHSCA and the Centennial Celebration, BHSCA website, and next steps they will be taking.

Christopher Lee presented a PowerPoint and provided an introduction to Gangnam-Gu as a potential new sister city.

The Council agreed to approve the funding request of \$5,000 to establish a BHSCA website.

5. Fiscal Year 2013-14 Tourism and Marketing Budget and Programs, Centennial Program Overview and Requests from Partner Organizations
This item provides an overview of the FY 2013-2014 tourism and marketing budget and programs funded through the transient occupancy tax, including Centennial programs and initiatives and new Centennial-related requests from the City's partner organizations.

Item discussed at the City Council Formal meeting.

6. City Council Discussion and Direction on Proposed FY 2013/14 Budget
Item is a continuation and discussion of the FY 2013/14 City Budget for adoption.

Item discussed at the City Council Formal meeting.

B - ADDITIONAL ITEMS TO CONSIDER (Time Permitting)

7. Request by Mayor Mirisch for City Council Consideration of Metro's Permit Requests to the City Related to the Westside Subway Extension
Mayor Mirisch has requested information and a discussion pertaining to how the City should handle Metro requests.

Item not discussed.

8. Request by Councilmember Krasne to Require Council Approval to Continue Considering Items on the Agenda after 11:30 p.m.
The request is for council consideration of changing the current Council meeting protocol where new agenda items would not be considered after 11:30pm without approval of majority of the Council.

Item not discussed.

9. Request by Mayor Mirisch to Modify the Current Procedures for Selecting and Hiring Department Heads, and Assistant/Deputy City Managers
The Mayor is requesting that the City Council discuss specific proposals about how the Council can have authority over the selection and appointment of these positions.

Item not discussed.

C - INFORMATION

10. Joint Powers Agreement between the City of Beverly Hills and the Beverly Hills Unified School District - Annual Report
Pursuant to Section 7 of the Agreement, the Director shall provide a report to the City Manager on the District's compliance with the Joint Powers Agreement for the prior year.

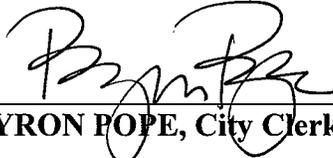
Item not discussed.

11. Audit Committee Minutes
Provides the Audit Committee Minutes from the May 22, 2013 meeting.

Item not discussed.

The Study Session recessed at 5:52 p.m to the Closed Session to discuss items that are identified on the agenda that has been prepared for the meeting. The Closed Session adjourned at 7:00 p.m.

PASSED, Approved and Adopted
this 2nd day of July, 2013



BYRON POPE, City Clerk

JOHN A. MIRISCH, MAYOR

This meeting was televised on City of Beverly Hills Municipal Government Television Access, BHN/10, Time Warner Cable.