



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** January 21, 2014  
**To:** Honorable Mayor and City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs  
**Subject:** Request from Councilmember Gold for an Update on 'Beverly Hills – The Next 100 Years' Centennial Initiative  
**Attachments:** 1. Volunteer Committee Status Reports and Roster

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### **INTRODUCTION**

The City's Centennial is composed of several volunteer-managed initiatives and events celebrating the City's anniversary.

'The Next 100 Years' is an initiative chaired by Woodrow ('Woody') Clark, II which has been created to look prospectively at Beverly Hills in the future through the creation of the following sub-committees:

1. Education
2. Technology, Media and Innovation
3. Business
4. Environment

### **DISCUSSION**

Dr. Clark will attend the Study Session and provide the City Council with an update regarding the progress and accomplishments of the Committee.

### **FISCAL IMPACT**

None at this time.

**RECOMMENDATION**

That the City Council review the progress of this volunteer committee and provide direction as appropriate.

Cheryl Friedling  
Approved By



# **Attachment 1**

## The Next 100 Year Centennial Report

January 2014

Woodrow W. Clark II, MA<sup>3</sup>, PhD  
Founder and Chair

The Committee met as a whole in late Winter 2013 once it was formally established and authorized by the Centennial Committee. The meeting was held in City Hall 4<sup>th</sup> Floor Conference room with over 30 people in attendance. For two hours there was discussion about concerns and issues. Four Subcommittees were created with a focus on The Next 100 Years in Beverly Hills: Education, Technology, Business and Environment. People volunteered to be on each of them while later others were “recruited” or asked to participate. Subsequent meetings were held at the BHUSD Administration offices and the Beverly Hills Library. Thanks to both the BHUSD and BH City for this support.

Education and Technology were the most active while the other two met but most of their interests were being absorbed in other Centennial Committees and areas for the City.

Below are the results and recommendations in brief from each Subcommittee along with list of members.

### 1) Education (Work closely with BHUSD Superintendent, Board members and others)

Members:

Co-Chair: Ella Thompson Belzberg

Co-Chair: Lewis Hall

Gary Woods, Alex Polin, Ellen Lutwak, Sharon Nassir, Howard Goldstein,

Less active: Jean Claude LaMarre, Jean Huang and Sharon Nassir

#### **Recommendations:**

Form City and School Commission -- from City and BHUSD

School Security and safety ---

City cross-walks, bike paths etc.

Smart ID Cards

Cameras

Volunteers

Security guards

Elementary Schools

Foreign Language --- Mandarin

STEM needs to start in the lower grades

Cooperation program with major USA Universities

Based on Elementary School Name or other factors

Online Cryptography Program

High School

STEM targeted for higher grades

UC System

Private Universities --- Stanford, USC as well as Ivy League

Foreign students

Student and Faculty Exchange (Germany & Israel – China)

Higher Education Institute or Center and/or College established in  
Beverly Hills

Series of Talks – Electronic / Real Time that are local and around the world

Peter Buffet --- February (Chinese New Year) to start in February

Julian Gresser --- March (early) to be done in early March

More talks need to be scheduled for prominent people

**2) Technology, Media and Innovation** (Worked closely with the City Smart City Tech Committee; Documentary film is now with Phil Savenick Documentary Committee)

Members:

David Schirmer

Debbie Blum, Phil Savenick, Jean Claude LaMarre , Hong Zhou

**Recommendations:**

Smart Green City Association

H2 refueling stations

Security with schools linked to City

Set “Green” standards for City and Schools

**3) Business** (Now mostly directly with Convention Center and Chamber of Commerce)

Members:

Co-Chair: Julie Wagner

Co-Chair: Alex Stettinski

Less active: Fran Cohan, Sharon Nassir, Michael Libow, Bruce Langers

International Invitation and Contacts:

Dr. Bernd Fischer (Germany)

Michael Rosenfeld (UK)

Bruno Ryff (Switzerland)

Uri Resnick (Israel)

China, Japan, Korea, Italy and more needed

**Recommendations:**

Chinese New Year

Sustainable Cities

Other City Celebrations: Potsdam

Consulates

Fine Arts Theatre

**4) Environment** (Now with City Parks and Rec as well as Commission on Bike Paths)

Members:

Chair :Sharon Persovski

Ellen Lutwak, Mark Elliot, Howard Goldstein, Stella Sarraf, Ella Thompson Belzberg

**Recommendations**

Sustainable City

Walk ways and paths

Ice-skating --- Bike Paths

Electric H2 fuel cell cars

**OVERALL RECOMMENDATIONS**

In short, the Smart City/IT Committee for Beverly Hills and also the BHUSD Superintendent and two Board of Education members have been very active in the Next 100 Year Committee. Both of these organizations have endorsed the items listed above and see more work and meetings going forward.

Finally, the Business and Environment Sub – Committees have both worked on the Next 100 Years for several months, but each has moved ahead on their own with areas. For example, the Business Committee is active with the Chamber forming international Sister City and other relationships, especially in Germany. The Convention Center has now gotten more involved with creating a more dynamic Chinese New Year to be celebrated in Beverly Hills, the first of February.

The model for moving ideas from the Next 100 Year Committee into ongoing and established areas of Beverly Hills City (and School) government is the best for the community and the Centennial. Implementing and tracking all of these ideas and concerns can be done within most of the current City Commissions and School Board Administration.

Three additional points need to be made as Recommendations:

A) There is a need for a School - City Commission that bridges both areas ranging from designation of buildings and schools to be “Historical Landmarks” in Beverly Hills to safety and security at all schools to financing of schools via JPA but other mechanisms.

B) Throughout 2014 and then years later this Committee or others should continue to help explore and plan for the Next Centennial starting now – target each decade with some events and updates..

C) The Smart Green City Association could do much of this. Beverly Hills needs to start and co-chair such an International Association with similar cities around the world.



**Kerry Chow** | Language Coordinator  
**STAR Education** | 10117 Jefferson Blvd., Culver City, CA 90232  
626 484 3283 | Fax 310 842 8280 | [kerry@starinc.org](mailto:kerry@starinc.org)

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Re: Beverly Vista STAR Chinese Mandarin Academy and Mandarin Enrichment

To Lynda Chan and Dr. Woodrow Clark,

We are happy to offer Chinese Mandarin at your school. There are two types of programs that we run: Mandarin Academy and Mandarin Enrichment. Please see below for details on the two programs.

Information regarding the Mandarin Academy Program:

This program requires a one year commitment. This is a program where students meet twice a week for one hour long classes. Students will be learning Mandarin through interactive, fun, dynamic and hands on activities such as cooking, singing, dancing, art, and traditional games. In addition, we provide a unique child-friendly progress report system to help children understand their own progress of learning, in addition to pre and post tests. This program emphasizes on listening, speaking, writing, and reading skills in order to prepare students to live and communicate in this multi-lingual society.

Minimum Number of Students: 14 students per class

Course length: 16 weeks or more. This is an annual program but we are able to begin mid-year.

Class length: 1 hour

Total # of classes: 32 classes (2 classes / week)

Student-Teacher ratio: 14:1

Cost per class: \$20 per class per student

Cost per session: \$640 + \$20 registration fee

Information regarding the Mandarin Enrichment Program:

This is a program where students meet once a week for an hour long class. Registration and enrollment occur session by session. Students will be learning Mandarin through interactive, fun, dynamic and hands on activities such as cooking, singing, dancing, art, and traditional games. This program emphasizes on culture and the appreciation of language learning in addition to developing

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communication skills. Classes are instructed by experienced, native speaking teachers.

Minimum Number of Students: 10 students per class

Course length: 8 weeks

Class length: 1 hour

Total # of classes: 8-10 weeks, depending on the session

Student-Teacher ratio: 14:1

Cost per class: \$20 per class per student

Cost per session: 8 week session (\$160), 9 week session (\$180), and 10 week session (\$200)

The start date will be agreed upon once there are enough students to run the class. If the minimum number of students is not achieved, the class will not take place unless there is a mutual agreement between STAR and the parents.

If you have any questions regarding our Mandarin programs, please do not hesitate to contact me.

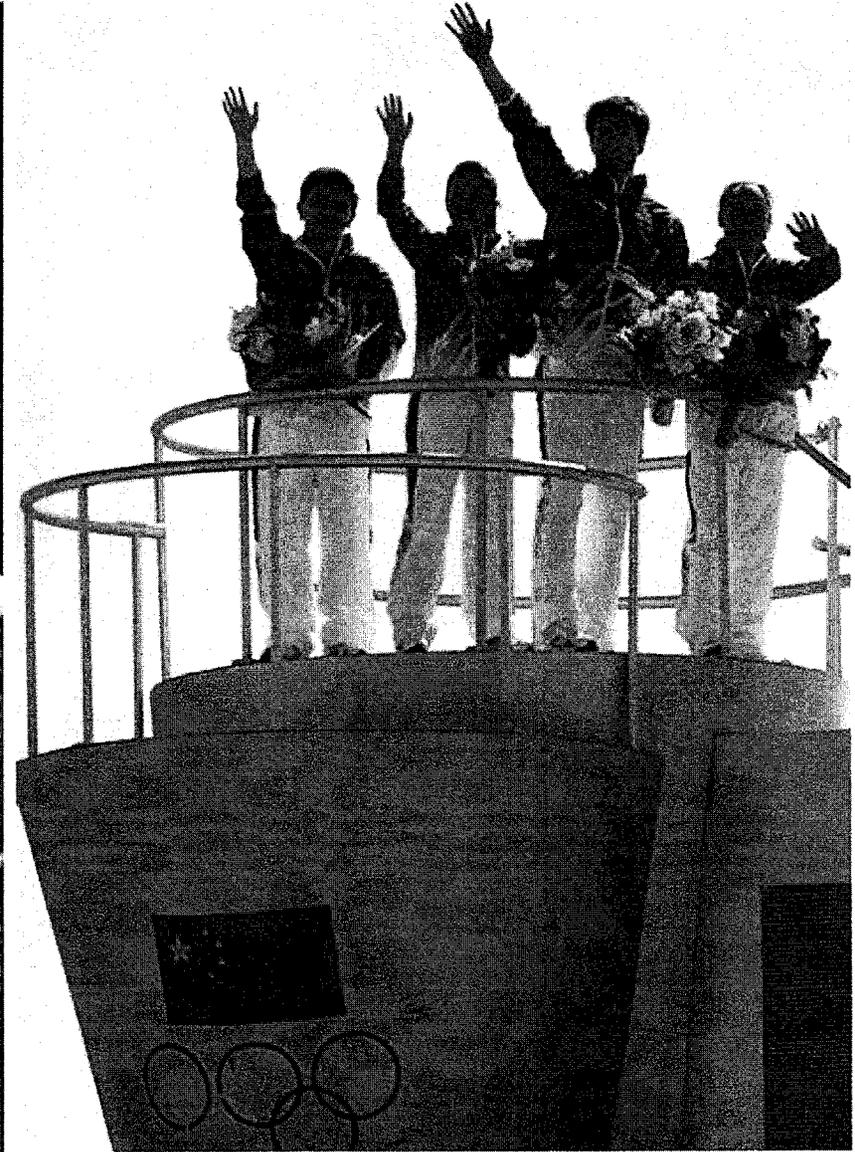
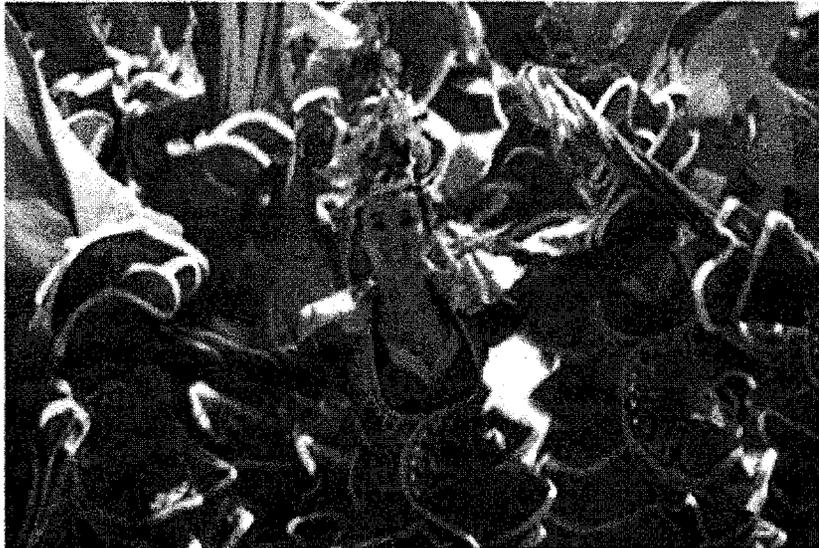
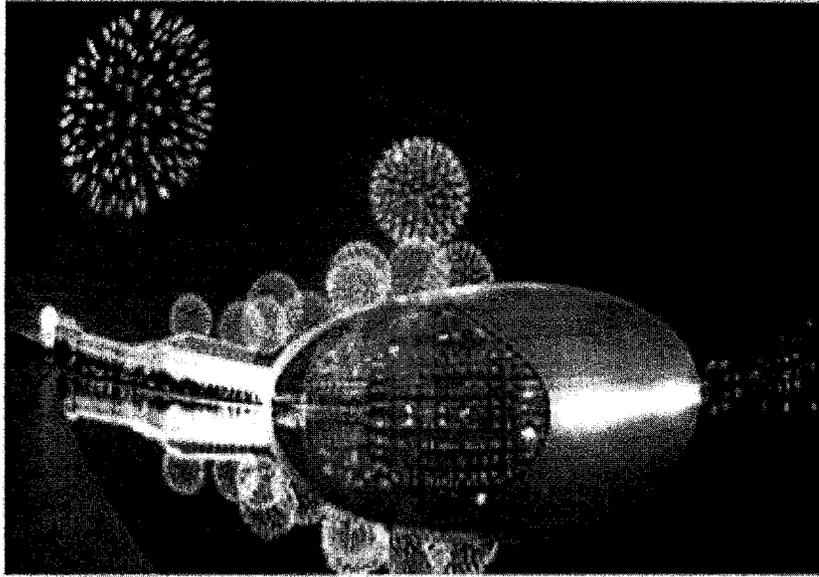
Sincerely,

Kerry Chow | 626.484.3283  
Language Coordinator / STAR Language Department

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# Happy Chinese New Year



Selected as a "Model Program" by the White House and the U.S. Department of Education!



## Chinese Mandarin Academy – Language Program

*Program integrates dance, cooking, sports, music, theater and more!*

**Sign up today! Registration ends soon! Space is limited.**



**Interactive Methodology**

### STAR LANGUAGE IMMERSION PROGRAM

- Does not require prior knowledge of the language
- Designed for all elementary grades (K-5th grade)
- Accommodates all levels of ability: beginner, intermediate and advanced

### PARENTS CAN STAY INVOLVED THROUGH

- Orientations held in the beginning of sessions
- Evaluation reports
- Parent-teacher conferences
- E-mails and hand-outs

### ABOUT OUR CLASSES AND TEACHERS

- A comprehensive curricula, developed by STAR's Language Department, is applied in the classroom
- A unique, child-friendly progress report system is provided to help children understand their own progress of learning
- Games, songs, and project-based activities are provided to encourage confidence and motivation
- Pre and post-assessments are conducted to provide accurate placement of child
- Teachers monitor student progress on a weekly basis and provided to parents
- Teachers are native speakers of Mandarin and experienced teachers and tutors
- Prepares children to live in and understand a multi-lingual, multi-cultural society



**Learn from native Mandarin speakers**

*Note: Classes run twice a week. Mandatory 1 year commitment required.*



**www.starinc.org • languageacademy@starinc.org • 310.842.8040 ext. 118**

STAR, Inc. is a charitable 501(c)(3) non-profit education organization serving kids, families, schools and communities

## Cheryl Friedling

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**From:** Woodrow Clark II <wwclark13@gmail.com>  
**Sent:** Monday, January 13, 2014 7:25 AM  
**To:** Cheryl Friedling  
**Subject:** Next 100 Year Report to the City Council  
**Attachments:** Next 100 Year Report Jan14.docx; Letter to Beverly Vista Mandarin copy.doc; Happy New Year Feb14.ppt; Mandarin\_Flyer\_Layout 1 copy.pdf

Good morning Cheryl,

As promised here are the items that The Next 100 Year Committee has been covering. There are a number of actions taken (not the emphasis in the Report) but far more will come in 2014 and the future --- especially with the basic concern of more collaboration with BHUSD.

A few items are also attached that demonstrate what has been done and implemented so far, which I put into the Report too.

I also listed the Committee members alto all have not been active. At least 12 have been not including the City Smart City / IT Committee which has been participating too.

The City Smart City and also the BHUSD Superintendent and 2 Board of Education members, these organizations have officially endorsed these items listed.

More details and work needs to be done however. Finally, the Business and Enviro Sub - Committees have both focused the Next 100 Years for themselves, so while I can Report or list their items, they each have moved ahead on their own with areas that started under the Next 100 Years.

Hence, a great sign of success there !!!!

Let me know if you need more.

See you on Wed 22 Jan at 2PM to present the Report. Most likely, I will have a short PPT to present as well for the Record.

Thanks.

Woody

PS: Note that the Report is in Word.doc if you want to change or edit it. Also there are attachments that you can use too.

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Woodrow W. Clark, II, MA<sup>3</sup>, PhD  
Qualitative Economist  
Managing Director

Clark Strategic Partners  
PO Box #17975  
Beverly Hills, CA  
USA 90209  
[wwclark13@gmail.com](mailto:wwclark13@gmail.com)  
TEL: +1 (310) 858-6886  
FAX: +1 (310) 858-6881  
web site: [www.clarkstrategicpartners.net](http://www.clarkstrategicpartners.net)