



STAFF REPORT

Meeting Date: January 5, 2016
To: Honorable Mayor & City Council
From: Megan Roach, Marketing and Economic Sustainability Manager
Subject: Request by Mayor Gold to Convert the Mayor's Committee of Next Generation Leaders into a Formal City Council Committee
Attachments: 1. Committee Mission Statement
2. Committee Roster
3. Committee Priorities

INTRODUCTION

The Mayor's Committee of Next Generation Leaders was established by Mayor Gold to create a forum for 25 to 45 year old residents and business people to provide ideas to move Beverly Hills forward into the future. Since its inception last spring, the Committee has met ten times and accomplished the following:

- ❖ Completed a brainstorming exercise and prioritized eight areas of focus to make Beverly Hills more exciting and appealing to the next generation.
- ❖ Rebranded the Committee as 'Next Beverly' with a logo in development.
- ❖ Adopted a formal mission statement to guide their efforts (included as Attachment No. 1 to the report).
- ❖ Created a proposal for a street experience event featuring food and entertainment. The initial proposal was shared with the City Council last September and the Committee continues to refine the proposal to bring back to Council at an upcoming meeting.
- ❖ Reviewed the current housing landscape in Beverly Hills and identified attractive housing elements for young professionals, as well as current constraints, to summarize in a white paper to share with Council at a future meeting.

The Committee's composition was developed through nominations from each Councilmember. Over the past several months a few individuals have resigned from the Committee and new members have been added, in part due to the Mayor's open invitation at the Evening with the Mayor event. Currently the Committee is comprised of twenty-one individuals and a roster is included as Attachment No. 2 to the report.

DISCUSSION

Mayor Gold is requesting that the Mayor's Committee of Next Generation Leaders be recast as a formal City Council committee so they may continue their efforts. As proposed, the Committee would transition to a standing Council Committee with two Councilmembers assigned as liaisons and regularly scheduled and noticed meetings with agendas to be posted in advance. The Committee will comply with all Brown Act requirements. Going forward should Councilmembers wish to nominate new individuals to serve on the Committee, staff will prepare a 'C' item with these nominations for a future study session meeting.

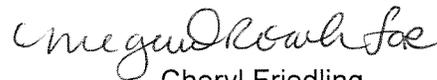
Once the Committee completes their work on the initial eight priorities (included as Attachment No. 3 to the report) they will return to Council with a new proposed work plan to direct their efforts.

FISCAL IMPACT

No fiscal impact is anticipated with converting the Mayor's Committee of Next Generation Leaders into a formal City Council Committee. There will be costs associated with some of the Committee's ideas, such as the street experience event. The costs will be provided to Council as the ideas come forward.

RECOMMENDATION

That the City Council discuss the proposed reconstitution of the Mayor's Committee of Next Generation Leaders and provide staff direction.



Cheryl Friedling

Approved By

Attachment 1



“Next Beverly”

**Mayor’s Committee
of Next Generation Leaders**

Mission

Next Beverly is a select committee of talented young leaders chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic and civic needs, and to inspire them to make Beverly Hills a better place for all.

Attachment 2



Mayor's Committee of Next Generation Leaders Roster

Ori Blumenfeld
Jacob Ellenhorn
Lauren Escobar
Jon Gluck
Julian Javor
Todd Johnson
Michelle Khalatian
Wil Master
Sharona Nazarian
Vic Nol
Paul OBrien
Charisse Older
Hailey Padilla
Kip Perlson
Jon Paul Puno
Ben Reiss
Brian Rosenstein
Jamie Ross
Sheena Tahilramani
Timmi Tway
Boomer Welles

Attachment 3



Mayor's Committee of Next Generation Leaders

Prioritized Areas of Focus Enhance Beverly Hills for the Next Generation

1. **Nightlife/Restaurants/Entertainment** (*special events and restaurants that are held or open past 10:00pm and new restaurants with notable celebrity chefs*)
2. **Next Gen Housing** (*housing that is appealing and affordable for younger working professionals*)
3. **Community Engagement** (*engagement tools that cater to a younger demographic such as enhanced social media and online channels*)
4. **Family-Friendly Activities** (*more family friendly activities held throughout the year like the Concerts on Canon*)
5. **Jobs** (*diverse and well-paying jobs for younger individuals*)
6. **Homelessness/Panhandling*** (*solutions for homelessness and aggressive panhandling. *City staff shared information about the new ambassador program*)
7. **Dog Park** (*a dedicated dog park in Beverly Hills*)
8. **Safety and Emergency Preparedness** (*enhanced emergency preparedness programs for community members to become involved in*)