



STAFF REPORT

Meeting Date: May 3, 2016
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Subject: Fred Hayman Memorial Event
Attachment: Letter from the Rodeo Drive Committee

INTRODUCTION

The attached letter was submitted by The Rodeo Drive Committee providing support for the memorial event honoring Fred Hayman on Sunday, May 15, 2016.

This report is provided for information only. Unless otherwise directed by the City Council, staff intends to proceed with the coordination of the plans as described in this report.

DISCUSSION

This event honoring Fred Hayman and his contributions to Rodeo Drive is proposed to occur on the 200 block of North Rodeo Drive and has been confirmed for Sunday, May 15 from 11:00 a.m. to 2:00 p.m.

The event is in the planning stages but is expected to include celebrities and press and will feature testimonials paying tribute to Fred Hayman.

STREET CLOSURES

The following information provides details of the street closures for this event:

Saturday, May 14 through Sunday, May 15

Closed from 11:00 p.m. on Saturday through 8:00 p.m. (or earlier) on Sunday

- 200 block of North Rodeo Drive

Sunday, May 15 Only

Closed from 8:00 a.m. through 8:00 p.m. (or earlier)

- Dayton Way, between the alleys east and west of Rodeo Drive

Other than the 200 block of North Rodeo Drive (and Dayton Way as noted above), all of the neighboring streets will be open to through traffic, and the closure should have minimal impact to the surrounding area.

In addition, the City's parking structure at Rodeo Drive and Brighton Way, as well as Two Rodeo's parking structure will remain accessible for public parking throughout the day. All merchants will have vehicular access to their businesses via the alleys east and west of Rodeo Drive.

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MERCHANT AND RESIDENT NOTIFICATION

All merchants on the 200, 300 and 400 blocks of North Rodeo Drive, as well as on Dayton and Brighton Ways, between Camden and Beverly Drives will be notified of the upcoming activity.

FISCAL IMPACT

As the Rodeo Drive Committee is in full support and working closely with Spago, which is taking the lead in organizing the event, the street closure fee will not be charged. All other City permit fees and personnel/equipment costs will be the responsibility of Spago Beverly Hills and the Hayman Family. In addition, Spago will provide a Certificate of Insurance for \$2 million in General Liability, naming the City as an additional insured.

RECOMMENDATION

The City Council Liaisons for Special Events Vice Mayor Nancy Krasne and Councilmember Lili Bosse will be reviewing the request for the proposed event at a Liaison meeting scheduled for Monday, May 2.

Unless the City Council has any questions or concerns, staff will administratively approve the permit and continue to work with City personnel to coordinate and finalize the event plan and logistical details for the Fred Hayman Memorial Event on Sunday, May 15, 2016.

Gisele Grable
Approved By 

Attachment 1



April 25, 2016

Hon. John Mirisch, Mayor
City of Beverly Hills
And Members of the
Beverly Hills City Council
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Mirisch and Members of the City Council,

On behalf of the Rodeo Drive Committee, we are writing to give our full support for the Fred Hayman memorial event street closure request.

As you know, Fred Hayman was a founding member of the Rodeo Drive Committee and his vision for the Drive had an everlasting impact. He was instrumental in transforming Rodeo Drive into the world-class destination that it is today.

Our members overwhelmingly support the opportunity to honor his memory on Rodeo Drive where he not only created a retail legend, but where he also had such strong personal connections with so many of our committee members.

To help expedite the street closure request as memorial planning is still taking shape, RDC is in support of the event taking place on the 200 Block of Rodeo Drive either May 14, 15, 28, or 29, 2016.

We appreciate your consideration of this request and helping to honor the memory of a great community member and friend.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Tronstein', is written over a horizontal line.

Mark Tronstein
President
Rodeo Drive Committee

Cc: Megan Roach, Nicola Cagliata, Donna Snyder, Kathy Gohari, Bill Wiley, Tom Blumenthal, Peri Ellen Berne, Joe Richardson