



CITY OF BEVERLY HILLS
455 N. Rexford Drive
2nd Floor Council Chamber
Beverly Hills, CA 90210

Strategic Planning/Southeast Taskforce/Committee Meeting

HIGHLIGHTS

Monday, December 9, 2019
5:00 PM

MEETING CALLED TO ORDER

Date / Time December 9, 2019 / 5:00pm

IN ATTENDANCE: Mayor John A. Mirisch, Councilmember Dr. Julian Gold, City Treasurer Howard Fisher, City Manager George Chavez, Director of Community Development Susan Healy Keene, Assistant Director of Community Development Ryan Gohlich, Senior Planner Timmi Tway, Marketing and Economic Sustainability Manager Laura Biery, Policy and Management Analyst Cindy Owens, Edward Brown (Resident), Susan Mishler (Resident), Julian Javor (Recreation and Parks Commissioner), Sy Schaffel, Cindy Schaffel, Mark Elliot, Amir Dar, Abraham Assil, Sharon Persovski

1) Public Comment

1. David Gingold provided public comment.

2) Welcome and Introduction

- Brief introduction from committee attendees
- Brief overview of the last meeting: urban design

3) Discussion of Arts and Culture in the Southeast Area of Beverly Hills

- Presentation by City staff
- Discussion regarding arts, culture and district branding. The committee shared ideas about district branding and highlighting various cultural aspects of the area.
- Topics included the following questions presented to committee:
 - Is there an interested in district branding?
 - What does an Arts/Culture/Entertainment district mean to you?
 - How can we integrate Arts/Culture/Entertainment into the area?
 - Are there community events that are desirable?

4) Activity and Feedback

- Staff asked for input and collected feedback.

5) Adjournment

- The next meeting of the Strategic Planning Committee/Southeast Task Force is scheduled for January 13, 2020.

Adjourn

Date / Time December 9, 2019 / 6:00pm