

BEVERLY HILLS CITY COUNCIL LIAISON/ SMALL BUSINESS ASSISTANCE TASK FORCE COMMITTEE

SPECIAL MEETING HIGHLIGHTS

Beverly Hills Chamber of Commerce

9400 Santa Monica Blvd., 2nd Floor Boardroom Beverly Hills, CA 90210

> October 31, 2019 8:30 AM

MEETING CALLED TO ORDER

Date/Time: October 31, 2019 / 8:38 AM

ATTENDANCE

City Officials: Lester Friedman, Vice-Mayor; Julian Gold, M.D., Councilmember

City Staff: Nancy Hunt-Coffey, Assistant City Manager; Susan Healy Keene,

Director of Community Development; Shana Epstein, Director of Public Works; Laura Biery, Marketing and Economic Sustainability

Manager.

Chamber Staff: Todd Johnson, President and CEO; Blair Schlecter, VP of Economic

Development and Government Affairs

Task Force Members: Shawn Saeedian, Beverly Hills Market and Deli; Sabaa Kamal, Kamal

Beverly Hills, Jeff Tilem, Pioneer Hardware; Chris Bonbright, Gratitude; Jeff Gross, Mickey Fine Pharmacy; David Laredo, The Nosh; Sabaa Kamal, Kamal Beverly Hills; James Anderton, West; David Mirharooni, Brickstar Capital; Houman Mahboubi, JLL.

1. Public Comment

None.

2. Welcome, Introductions and Purpose of the Task Force

Each attendee introduced themselves.

The purpose of the Task Force is to attract and retain small businesses in Beverly Hills and to continue to ensure that Beverly Hills provides a favorable business climate for small business.

3. Recap of Last Meeting

Blair Schlecter provided a brief recap of the last meeting, including recommendations made by the Task Force.

4. Prioritizing of Recommendations

The Task Force discussed prioritizing the nine recommendations of the Task Force developed during previous meeting. After discussion, the Task Force settled on prioritizing the following recommendations: (1) Lower parking requirements for restaurants and health and wellness retail services (gyms); (2) Incentivize vacant storefront beautification by simplifying and streamlining the process for approvals of beautification efforts; (3) Streamline and provide more cost effective ways for business owners to update their storefront signage; (4) Modify the law to allow "Leased" signs to remain on storefronts for additional time and to permit businesses to use a template "Coming Soon" sign.

The prioritized recommendations of the Task Force are due to be presented to the City Council on November 19 at the 2:30 pm Study Session.

5. Adjournment

Date / Time: October 31, 2019 / 9:26 AM

Small Business Task Force Committee Special Meeting Highlights October 31, 2019