



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

Strategic Planning Committee Meeting

HIGHLIGHTS

Thursday, July 5, 2018
5:00 PM

MEETING CALLED TO ORDER

Date / Time July 5, 2018 / 5:00PM

IN ATTENDANCE: Mayor Julian Gold, MD, Vice Mayor John Mirisch, City Manager Mahdi Aluzri, Assistant Director of Community Development Ryan Gohlich, Facilitator Karen Orlansky, Senior Management Analyst Cindy Owens Mark Elliott, Planning Commission Chair Lori Greene Gordon, Sharon Ignarro, Health & Safety Commissioner Daniel Nazarian,

1) Public Comment

- Members of the public will be given the opportunity to directly address the Committee on any item not listed on the agenda.
 - There were no public comments.

2) Planning Overview of the Business Triangle

- Ryan Gohlich, Assistant Director of Community Development and City Planner provided a planning overview of the City's business triangle.

3) Final Vision and Mission Statement

- A markup of the June 21, 2018 Mission and Vision Statement was provided for reference.
- 2 alternatives were provided for the Vision Statement:
 - To preserve and enhance Beverly Hills as the foremost international City for vibrancy, quality of life, public safety, elevated luxury shopping, dining, hotels, local trade, experiential atmosphere, and innovation.
 - Preserve and enhance the beauty and attractiveness of Beverly Hills in order to build upon and increase its value as
 - An international shopping destination;
 - A destination for dining, entertainment and cultural experiences;
 - A leader in innovation, professional support and development;
 - A live-able, walkable and bike-able city; and
 - A model as a safe and healthy destination
- 2 alternatives were provided for the Mission Statement:
 - To create a strategic plan with consensus amongst stakeholders about the future and evolution of Beverly Hills' commercial areas.

This strategic plan must help achieve a vision that is consistent with our heritage; keeps our City on the leading edge of the entertainment industry; creates a vibrancy for all generations; supports various professions; creates a more livable, walkable, and bike-able City; maintains the City's status as a leader in innovation; and is increasingly relevant in a changing retail and entertainment environment.

- To create a consensus-driven, citywide plan to enhance the attractiveness and experience within the difference commercial regions to ensure Beverly Hills maintains its reputation as the ultimate luxury destination in the world as well as the city with the finest residential quality of life.

Committee members were requested to email Cindy Owens their preference for mission/vision statements. The results of the poll will be provided at the August 2, 2018 meeting.

4) Continuation of Discussion on Committee's Work Plan

- Continued discussion from the June 21, 2018 meeting regarding the parameters of the Work Plan.
- Recommended next steps were provided to further develop the Work Plan.

5) Final Committee Meeting Calendar, July - December 2018

- A meeting calendar was provided for July – December 2018 meeting dates. The Committee agreed to move the start time for the August 2, 2018 meeting to 4:00pm due to the Summer Business Open Later Days (BOLD) Program launch night.

6) Adjournment

Date / Time July 5, 2018 / 6:27PM