



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210
4th Floor Conference Room A

Beverly Hills City Council/Rodeo Drive/Special Events/Holiday Program Committee

SPECIAL MEETING HIGHLIGHTS

Thursday, January 28, 2016
2:30 PM

MEETING CALLED TO ORDER

Date / Time: January 28, 2016 / 2:45 PM

IN ATTENDANCE: Councilmember Bosse, Councilmember Krasne, City Manager Mahdi Aluzri, Deputy City Manager Cheryl Friedling, Marketing and Economic Sustainability Manager Megan Roach, Community Services Administrator Gisele Grable, Rachel McCullough (Iconic Event Studios), Michael Gapinski (Iconic Event Studios), Donna Snyder (Louis Vuitton), Tara de Souza (Battalion), Monique Jones (Battalion), Joe Richardson (Battalion), Tom Blumenthal (Gearys), Peri Ellen Berne (Brooks Brothers), Mark Tronstein (Rodeo Drive Associates), Bill Wiley (Two Rodeo Drive), Executive Assistant Alyssa Poblador.

1) PUBLIC COMMENT

Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: None

2) SPECIAL EVENT PROPOSALS AND STREET CLOSURE

A. El Rodeo Fun Run (adjacent to school) on April 6, 2016

- Closure on April 6, 2016 9:30am – 11:30am
- Would like exact same logistics as last year
 - One Block: Trenton to Whittier and Elevado
 - All residents have signed off except one house on Trenton
 - Last year - no complaints from residents; Police Department approved

**B. Young Presidents Organization (YPO) Block Park on Rodeo Drive on May 11, 2016
(Councilmember Bosse moved up to item #1)**

- Gathering of Pacific Northwest Chapter of YPO
- Two-day conference at UCLA Royce Hall, 115 speakers
- 600-700 hotel rooms booked in Beverly Hills near Rodeo Drive
- Event to be held on Wednesday, May 11, 2016 at 7:30pm
 - Shut-down of Rodeo Drive on May 10th at 10:00pm for setup
 - Pedestrian walkways, store access open during this time
 - Not an annual request

3) RODEO DRIVE COMMITTEE MID-YEAR PROGRAMS UPDATE

Mark Tronstein, President of the Rodeo Drive Committee, presented a mid-year update for Fiscal Year 2015-2016, as well as completion of the organization's audit for Fiscal Year 2014-2015.

- Holiday Lighting Ceremony
 - Suggested Areas for Improvement
 - Move stage placement to 300 block on Rodeo Drive; explore other options for snow; ensure safety protocol in place so event attendees do not climb on boxes in medians; explore other musical act options.
 - Successful Event Components
 - Hot chocolate cart and sweets; photo booth; celebrity involvement; dance troupe.
- Fiscal Year 2014-2015 Budget Surplus of \$146,664
 - Council liaisons recommended \$24,166 for marketing and advertising be carried over to Fiscal Year 2015-2016 for similar initiatives and \$122,498 in Walk of Style funding be carried over to Fiscal Year 2016-2017 since the Rodeo Drive Committee will not produce a Walk of Style event this fiscal year.
- Fiscal Year 2015-2016 Anticipated Unspent Funding of \$200,000
 - The Rodeo Drive Committee anticipates they will not spend \$200,000 designated for Walk of Style because event will not occur this fiscal year.
 - Council liaisons recommended funding be carried over to Fiscal Year 2016-2017 for a Walk of Style event.

ADJOURNMENT

Date / Time: January 28, 2016 / 3:59 PM