

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

> March 14, 2019 8:30 AM

MEETING CALLED TO ORDER

March 14, 2019 / 8:36 AM

ATTENDANCE

| City Officials: City Staff: | Julian Gold, Mayor Mahdi Aluzri, City Manager; Laura Biery, Marketing and Economic Sustainability Manager; Susan Healy Keene, Director of Community Development; Ryan Gohlich, Assistant Director of Community Development; Mark Odell, Urban Designer; Rob Welch, Project Manager, Purple Line Subway Extension; Nestor Otazu, Code Enforcement Manager. |
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| Chamber Staff: | Todd Johnson, President and CEO; Blair Schlecter, Vice President of Economic Development and Government Affairs |
| Task Force Members: | Jeff Tilem, Pioneer Hardware; Joe Tilem, Dawson, Tilem, and Gole; Shawn Saeedian, Beverly Hills Market and Deli; James Anderton, West; David Laredo, the Nosh of Beverly Hills; Jodie Robinson, Anne Michelle; Susan Andriacchi, Massage Envy; David Gingold; Chris Bonbright, Gratitude Beverly Hills, Umberto Savone, Umberto Beverly Hills. |
| Members of the Public: | David Gingold |

1. Public Comment

David Gingold spoke about several business and business related concerns he had in the community.

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

Todd Johnson provided a brief recap of the last meeting which addressed opportunities and challenges surrounding parking for small businesses and resulted in several action items for follow up. A summary will be sent out.

4. Signage

The Task Force heard from several City staffers, including Ryan Gohlich, Assistant Director of Community Development; Mark Odell, Urban Designer; Rob Welch, Project Manager, Purple Line Subway Extension; and Nestor Otazu, Code Enforcement Manager about signage requirements, obstacles and opportunities between businesses and the City. The Task Force then discussed various ways to improve signage and/or the working relationship between signage requirements and business owners.

5. Action Items/Recommendations

The Task Force discussed the potential of: (1) a temporary reduction in fees to help businesses refresh their signage; and (2) creating a working group to evaluate how to create more uniformity of brand in terms of street awnings and signage, including potential sign templates. There was also discussion of potential specific improvements for Massage Envy and Beverly Hills Market.

6. Adjournment

The next meeting is currently being scheduled.

Date / Time:

March 14, 2019 / 9:33 AM