



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

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

**MEETING HIGHLIGHTS**

Tuesday, April 17, 2018  
4:00 PM

**MEETING CALLED TO ORDER**

Date / Time: April 17, 2018 / 4:10 PM

**IN ATTENDANCE:** Mayor Julian Gold, Councilmember Lili Bosse, City Manager Mahdi Aluzri, Director of Emergency Management, Resilience and Recovery Pamela Mottice Muller, Community Outreach Manager Huma Ahmed, Senior Management Analyst Cindy Owens, Julie Wagner (BH CVB), Todd Johnson (BH Chamber of Commerce), Karen Setian (BHIFF), Roy Taylor (BHIFF), Nick Urbon (BHIFF), Mark Lieber (BHIFF), Ellen Pittleman (BHIFF), Deborah Frank (BHIFF), Marcia Hobbs, (BH Courier), Vicki Talbot (BH Courier)

**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) Beverly Hills Infinity Film Festival (BHIFF)**

- Staff presented a proposal from BHIFF for the City Council Liaisons to consider a City partnership (in-kind support) for the use of City banner poles, the Beverly Hills shield and the waiver of restrictions on consecutive use days at Beverly Cañon Gardens.
- BHIFF representative, Roy Taylor provided a brief presentation, along with a video from previous events at Paramount Pictures (Los Angeles) and Sotheby's (New York).
- As presented, BHIFF proposed to host an innovative film and tech festival in Beverly Hills. They expect 5,000-10,000 attendees for the multi-day conference in early November 2018.
- BHIFF shared various elements for the festival, which included:
  - Buyout of the Paley Center for Media
  - Hilton/Hyland board reps to help with securing additional space and participation from major tech companies
  - Hosting an opening reception at Greystone Mansion
  - Hosting some festival activities at the Montage Hotel Terrace
  - United Talent Artist (UTA) to set up a VIP area for a tech-lab

- Culture Crawls
- Work with media partners: BH Courier, Meredith, Extra, Time Inc., People, and others
- They had reached out to the Wallis Annenberg for event space, but due to programming commitments the Wallis was not available
- City Council Liaison Direction:
  - City Council Liaisons appreciated the proposal and directed that additional information would need to be confirmed before the City could provide formal support. The proposal would need to be further developed to include, reserved event spaces, confirmed funding sources and a more well-developed film/tech program.

### **3) Request from the Consulate of Israel in Los Angeles to showcase the Israeli Flag on City Hall in Honor of Israel's Independence Day**

- Staff provided the Council Liaisons with an informational item regarding the request from the Consulate of Israel to display the Israeli flag in commemoration of their Independence Day (Yom HaAtzmaut).
- Staff provided the City Council Liaisons with information that included:
  - Displaying the Israeli flag could be considered based on the City's approved Joint Declaration with the State of Israel
  - The agreement supports cultural exchange and cooperation
  - As proposed, the City could provide a special lighted 'gobo' (lighted fixture) to display both the United States and Israeli 'friendship' flags on City Hall (Crescent side).
  - This would be similar to other lighted displays such as BOLD and Vanity Fair.
- City Council Liaison Direction:
  - They approved the request and indicated that the lighted display should be on the north side of the building, along North Santa Monica Boulevard.

### **ADJOURNMENT**

Date / Time: April 17, 2018 / 5:10 PM