



Beverly Hills City Council Liaison / Next Beverly Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY HALL
Room 280-A
455 North Rexford Drive
Beverly Hills, CA 90210**

**Tuesday, May 3, 2016
8:30 AM**

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Welcome
 - a. New Member Introductions – Full Name, Occupation, Connection to Beverly Hills, Interest in Next Beverly
- 3) Old Business
 - a. Next Beverly Visioning/Branding
 1. Committee Brand Name and Tagline
 - b. Next Beverly Launch Festival Initiative
 1. Event Timeline and New Date
 2. Entertainment Subcommittee
 3. Marketing Subcommittee
 4. Vendors Subcommittee
 - c. Housing White Paper Initiative
 - d. Next Beverly Branding Subcommittee
- 4) New Business
 - a. New Proposed Initiative: Restoration and Installation of Historic Beverly Hills Shield Sign
 - b. New Segment: Special Guest
 - c. Pitch & Tell
 - d. Upcoming Meetings
 1. May 17 at 8:30 a.m.

5) Adjournment

Byron Pope, City Clerk

Posted: May 2, 2016

Next Beverly is a committee of talented young leaders chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic and civic needs, and to inspire them to make Beverly Hills a better place for all.



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.