



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

**CITY OF BEVERLY HILLS
455 N. Rexford Drive
Room 280A
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

**Beverly Hills Liaison Committee Meeting
<https://beverlyhills-org.zoom.us/my/nextbh>
Meeting ID: 511 714 8143
Passcode: 90210**

**You can also dial in by phone:
+1 346 248 7799 US
+1 833 548 0282 US Toll-free**

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+18335480282,,5117148143#,,, *90210# US Toll-free**

**Wednesday, April 19, 2023
9:00 AM**

Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.

In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Next Beverly Hills Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item not listed on the agenda.
- 2) Fiscal year 2023-24 work plan and budget



**Huma Ahmed
City Clerk**

Posted: April 18, 2023

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT
WWW.BEVERLYHILLS.ORG**



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including Room 280A is wheelchair accessible.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT DEPARTMENT

MEMORANDUM

TO: Beverly Hills City Council Liaison/ Next Beverly Hills Committee
FROM: Gabriella Yap, Senior Policy and Management Administrator
DATE: April 19, 2023
SUBJECT: Discussion of Next Beverly Hills Committee's Proposed FY 2023-24 Work Plan and Budget
ATTACHMENTS None

The purpose of this memo is to request review and approval of the Next Beverly Hills Committee (Committee) proposed Fiscal Year 2023-24 work plan by the Beverly Hills City Council Liaison/Next Beverly Hills Committee, consisting of Mayor Julian A. Gold, M.D. and Vice Mayor Les Friedman.

INTRODUCTION

Next BH was established in 2015 to engage residents through innovative initiatives that address their lifestyles, economic and civic needs, and to inspire them to make Beverly Hills a better place for all. Next BH is a committee of talented, next generation leaders focused on innovative initiatives which address the lifestyle, economic, and civic needs of those in their 20s, 30s, and 40s. Chartered by the Mayor and the City of Beverly Hills, it seeks to engage all who are interested to inspire them to make Beverly Hills a better place for all.

At the transition of each calendar year, the Committee members select their leadership and Priority Areas for the coming calendar year. Once the Priority Areas are selected, the Committee may generate initiatives and projects for the calendar year if they fall within at least one of the selected Priority Areas. Continuing initiatives and projects must also fall within at least one of the selected Priority Areas.

For calendar year 2023, the Next BH leadership is as follows:

- Noah Etessami – Chair
- Charles Smith – Vice Chair
- Kipton Cronkite - Art Chair
- Joel Hile - Cultural Chair
- Allison Adams - Charity Chair
- Ariel Ouziel - Sustainability Chair

In addition, the City Council Liaisons, Mayor Gold and Vice Mayor Friedman, provide updates on civic issues to bring awareness to the Next BH membership.

For calendar year 2023, the Next BH Priority Areas are as follows:

- Leadership Development
- Next Gen Events & Outreach
- Next Gen Arts & Culture
- Historical Appreciation
- Cultural Unity
- Sustainability
- Safety & Quality of Life
- Charitable Engagement

DISCUSSION

The Committee is requesting Liaisons Mayor Gold and Vice Mayor Friedman review and approve the proposed Next BH Work Plan and Budget for FY 23-24, as well as additional budget and appropriation for FY 22-23 to begin work on the 2023 Next Night Street Festival. If approved, the Committee will bring the work plan to the full City Council for approval.

Membership and Community Engagement Activities (Continued - \$15,000)

Previously, Next BH had allocated \$10,000 toward First Thursdays to promote community engagement and increase patronage of local businesses during Covid and \$5,000 toward Membership Outreach. As part of First Thursdays, Next BH worked in partnership with the Chamber of Commerce's *Now Beverly Hills* campaign and with Concerts on Canon to cross-promote the events and businesses. Additionally, Next Beverly Hills hosted events like garden games in Beverly Canon Gardens and Guac with a Cop. First Thursdays concluded with a successful last event in December 2022 as the Covid local emergency was tapering off.

Next Beverly Hills is proposing to pivot from the Covid-borne First Thursdays to general activities to promote community engagement. Next Beverly Hills serves as an excellent entry point into community involvement by being accessible to those who want to learn more about the City and encourages member participation in the committee and other City programs. Some activities Next BH is proposing would include monthly yoga at Greystone mansion, continuing mixers with public safety departments and including other City initiatives like Just in Case BH, and exploring partnering with UCLA and USC Film Schools and next gen college students to exhibit films, utilize the beautiful theatre at Greystone, and expose them to our amazing city.

Next BH also recognizes that the people highly invested in the next generation are parents and students, and the Committee is looking forward to hosting events to engage with a wide segment of future generations including the:

- Parent Teacher Association (PTA) to explore early education
- School Board members to speak with the Committee to understand what is important to parents and families
- High school students to hear what they are experiencing and want to see in Beverly Hills
- School Principals to see how Next BH could partner with the schools
- People who have moved back to Beverly Hills (or never left) to understand what draws them here. Is there anything they missed from their childhood here? Anything they were pleasantly surprised to see?

commUNITY Cultural Unity Initiative (Continued - \$20,000)

The goal of Next's Cultural Unity Initiative titled commUNITY is to involve the next generation and encourage greater unity through diversity, equity, and inclusion. The Committee recognizes the importance of celebrating our differences and what we each have to offer. As part of FY 22-23, Next BH co-sponsored Festival BH, which celebrated the City's rich diversity, and brought together different segments of the community. Additionally, Next BH co-sponsored a screening event at the Greystone Mansion Theatre with the Finnish Film Festival *Midsummer in Hollywood*, who funded the event. Attendees included members of the Finnish Consulate, Finnish and Swedish Chambers of Commerce, a variety of professionals in the entertainment industry, alongside the public. Our members have expressed interest in similar partnerships in the future. Next BH has enjoyed collaborating with staff and other commissions on events like Festival BH and Beverly Hills PRIDE, and requests the same level of funding to continue the goal of greater diversity, equity, and inclusion. This funding would go toward co-sponsoring events, speaking panels, and other events that encourage unity.

Art Initiatives (Continued - \$2,000)

Next BH has enjoyed success partnering with the Arts & Culture Commission and the Human Relations Commission on Visions of the Future, and look forward to encouraging next-gen interest in art at events such as the Art Show booths each year. In FY 22-23, Next BH participated in the Art Shows, went on Art Walks, and also toured the Mr. Brainwash exhibit. Funds were also used toward the giant community mural at Next Night as an additional interactive activity.

Sustainability Initiatives (Continued - \$2,000)

The goal of the Sustainability Initiatives is to prioritize sustainability for the next generation, in particular related to climate change, recycling and resource conservation. Next BH requests funding to continue working with the Public Works Department to host a Next BH booth at the Farmer's Market, Earth Day events, and other City events where appropriate to showcase sustainable products and next-gen ideas for encouraging sustainability, in addition to partnering to create workshops and discussions to educate and encourage sustainable practices. Additionally, Next BH previously held a clothing drive as both a sustainability and charitable effort to encourage clothing recycling to benefit youth aging out of foster care. With the help of the Fire Department, Next BH was able to donate a number of bags of clothing to foster youth. Unusable clothing was sent to be recycled, diverting this potential waste from landfills. Funding would be used toward similar sustainability initiatives.

Marketing (Continued - \$5,000)

Next BH plans to utilize marketing funds in conjunction with the proposed initiatives approved by the Council. This includes advertisements, various media channels, and Next BH branded merchandise for events throughout the year.

Miscellaneous (Continued - \$1,000)

Miscellaneous costs for services and supplies such as a SurveyMonkey subscription.

Next Night Street Festival (\$230,000 = \$200,000 with 10% Contingency))

In October 2022, after a hiatus due to COVID-19, the Next Night Street Festival returned and we saw an unprecedented 5,000 people show up for this event. The goal of Next Night will continue to be creating a street festival with live entertainment, food, and games which appeal to the next generation of Beverly Hills residents while encouraging the entire community to come together and celebrate life in Beverly Hills. The kids area was extremely popular last year and it is recommended that we enlarge the kids zone and add additional children's elements for this year's Next Night. Additionally, Next BH and the community greatly enjoyed partnering with the school district and the Teen Advisory Committee and will be looking forward to doing so again. This year's Next Night is proposed to take place on Saturday, September 9, 2023.

Due to the increasing cost of labor, manufacturing items, and supply chain challenges, the total cost of the last event was approximately \$210,000 when combining the event elements, event management services, talent costs, and supplies and services such as fencing, porta-potties and k-rails. This did not include soft costs which include, but are not limited to, the use of City staff and resources associated with the event and a full street closure, security, marketing and advertisement, printing and graphics, and waiving permits and parking fees. For FY 2022-23, the Council approved an ongoing budget enhancement of \$150,000 for Next Night. Due to the increase in costs consistent across all proposals received. Next is requesting an additional annual appropriation of \$80,000 to cover the event costs, including a 10% contingency of \$20,000, as well as Council approval to close the street and inclusion of soft costs discussed above.

FISCAL IMPACT

Next BH's FY 22-23 base budget allocation was \$185,000. This amount included \$150,000 budgeted for Next Night and \$35,000 for ongoing activities. Upon receiving the Next Night event proposals which all reflected higher costs in a post-Covid world, the Next BH Committee returned to the Council for an additional appropriation of \$42,900 for the event management services alone. As discussed above, Next Night costs were closer to \$210,000 when taking into account all costs like talent, k-rails, porta potties, and fencing. This does not include the staff and resources related to the event and a full street closure, security, marketing and advertisement, printing and graphics, and waiving permits and parking fees.

Waiting for the next year's budget has always presented time challenges for the group in being able to enter into and pay agreements related to Next Night, and will present more challenges given the earlier proposed date of September 9, 2023. In order to enable Next BH to begin planning the 2023 Next Night earlier, Next BH is asking the Council to consider approving an FY 22-23 additional budget and appropriation in the amount of \$230,000 (\$210,000 with \$20,000 contingency) to begin work and to carryover funds as needed.

The FY 22-23 Membership Outreach and Cultural Unity Initiatives were funded from carryover funds last year and an appropriation of \$15,000 is requested in FY 23-24. Next BH is also requesting an additional \$80,000 in the FY 23-24 budget and appropriation for Next Night into the Business Development budget (00101313-734200) for the 2024 Next Night. Below is a table showing the existing budget and requests.

FY 22-23 Base Budget	FY 22-23 Revised Budget	Add'l FY 22-23 Budget and Appropriation Requests	Add'l FY 23-24 Budget and Appropriation Requests Above Base Budget
Next Night: \$150,000	Next Night: \$192,900	Next Night: \$230,000 (\$210,000 plus 10% Contingency of \$20,000)	Next Night: \$80,000 (\$60,000 plus 10% Contingency of \$20,000)
Membership Outreach: \$5,000 (carryover)	Membership Outreach: \$5,000 (carryover)		Membership Outreach: \$5,000
Cultural Unity Initiatives: \$10,000 (carryover)	Cultural Unity Initiatives: \$10,000 (carryover)		Cultural Unity Initiatives: \$10,000
Community Engagement Activities \$10,000	Community Engagement Activities \$10,000		
Art Initiatives: \$2,000	Art Initiatives: \$2,000		
Sustainability Initiatives: \$2,000	Sustainability Initiatives: \$2,000		
Marketing for all Events: \$5,000	Marketing for all Events: \$5,000		
Miscellaneous: \$1,000	Miscellaneous: \$1,000		
Total: \$185,000	Total: \$227,900	Total: \$230,000	Total = \$95,000

RECOMMENDATION

Staff requests the Next Beverly Hills City Council Liaisons review and approve the proposed FY 23-24 work plan along with the corresponding budget and appropriation requests for FY 22-23 and FY 23-24.