



City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210
4th Floor Conference Room A

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

SPECIAL MEETING HIGHLIGHTS

Wednesday, June 22, 2016
2:30 PM

MEETING CALLED TO ORDER

Date / Time: June 22, 2016 / 2:37 PM

IN ATTENDANCE: Vice Mayor Nancy Krasne; Councilmember Lili Bosse; City Manager Mahdi Aluzri; Assistant Director of Public Works Services Chad Lynn; Community Services Administrator Gisele Grable; Marketing and Economic Sustainability Manager Megan Roach; Rodeo Drive Committee President Mark Tronstein; Los Angeles Marathon CEO Tracey Russell; Los Angeles Marathon VP of Operations Murphy Reinschreiber; Stacy Embretson, Los Angeles Marathon; Rachel Sanchez, Los Angeles Marathon; Victoria Talbot, Beverly Hills Courier and Executive Assistant Lisa Karson

1) PUBLIC COMMENT

Members of the public given the opportunity to directly address the Committee on any items listed on the agenda.

Speakers: None

2) LA MARATHON REQUEST

Representatives from the Los Angeles Marathon are requesting the marathon route be approved for travel through Beverly Hills for the 2017-2018 marathon events scheduled for March 19, 2017 and March 11, 2018 respectively.

In response to concerns shared regarding impacts to the City's businesses, LA Marathon representatives shared that they have a "Dine, Shop, Stay" section on their website that will promote Beverly Hills hotels and restaurants to runners and other participants of the marathon to patronize.

The Rodeo Drive Committee provided a letter of support for the event, but only for the 2017 date. The Council Liaisons indicated their support of the event traveling through Beverly Hills but also only for the scheduled 2017 event. The Liaisons indicated that the City will review the effects during the event due to the Metro and Santa Monica Blvd. Projects and the traffic/circulation impacts it will have for the City, before committing to the 2018 date.

3) REQUEST FROM RODEO DRIVE COMMITTEE TO EXPLORE PARKING OPTIONS FOR RODEO DRIVE

In April 2016 City staff received a request from the Rodeo Drive Committee to explore new parking options, including valet parking, for Rodeo Drive to provide convenient access for customers to arrive, park, purchase, and depart.

In response to this request City staff developed preliminary parking options for review and direction from the Council Liaisons. The Council Liaisons provided the following direction on this request:

1. Support for a pilot valet parking operation during the upcoming holiday season with a reasonable fee structure (\$5-\$8).
2. The Liaisons requested the City's parking staff complete a Rodeo Drive parking inventory including potential partnerships with private lots to park cars from pilot valet operation.
3. Once the inventory is completed, the City's parking staff shall present the request from the Rodeo Drive Committee (and direction from the Council Liaisons) to the Traffic and Parking Commission for a recommendation to provide to the City Council.
4. In conjunction with the pilot valet program, the Rodeo Drive Committee will discuss with its member retailers the idea of staying open later similar to competitor hours at The Grove, Century City and Beverly Center.

4) REQUEST FROM DINE EQUITY FRANCHISE RESTAURANT OWNERS GROUP TO CLOSE RODEO DRIVE FOR SPECIAL EVENTS

The Conference and Visitors Bureau, on behalf of the Dine Equity Franchise Restaurant Owners Group, submitted a request to close the 200 block of North Rodeo Drive on Thursday, September 22 and Wednesday, September 28 from approximately 6 a.m. to 10 p.m. for a special event expected to draw approximately 1,300 participants, who will also be dining, shopping and staying in Beverly Hills.

The Council Liaisons indicated their support of the street closure on the 200 block of North Rodeo Drive on both dates requested. The Rodeo Drive Committee provided a letter of support for the events and closures, and the Conference and Visitors Bureau is working closely with the Dine Equity Group organizers.

ADJOURNMENT

Date / Time: June 22, 2016 / 3:19 PM