



Beverly Hills City Council Liaison / Arts & Culture Commission 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 Meeting
<https://beverlyhills-org.zoom.us/my/committee>**

**Monday, January 30, 2024
4:00 PM**

MEETING CALLED TO ORDER

Date / Time: January 30, 2024 / 4:02 p.m.

IN ATTENDANCE: Mayor Julian A. Gold; Councilmember Lili Bosse; Nancy Hunt Coffey, City Manager; Stephanie Harris, Director of Community Services; Patty Acuna, Assistant Director of Community Services; Vice Chair Gordy Bristol; Commissioner Filipovic; Matthew Brown, Recreation Services Manager; Paul Paolone, Senior Recreation Supervisor; Corrina Lesser, Recreation Supervisor; Brandy Scott, Arts & Culture Program Associate; Linda Kyriazi, Management Assistant.

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.
None.

2) Recommendation by the Arts and Culture Commission for the Second Annual Festival Beverly Hills.

Stephanie Harris, Director of Community Services, introduced Matthew Brown, Recreation Services Manager, who presented background information on the first Festival Beverly Hills looking forward to the second event in 2024 and beyond as recommended by the Arts & Culture Commission along with staff:

- The first event was Sunday, March 12, 2023, and held at the Beverly Hills' Farmers' Market from 8am – 1pm.
- The Festival showcased the cultural diversity of Beverly Hills and featured family-friendly performances, interactive programs and workshops.
- Proposing relocation to Roxbury Park during the Summer of 2024 as that location will provide more flexible venue space along with room for expansion.
- Aligns in the calendar midway between the Spring & Fall Art Shows.

- Other successful events at Roxbury Park have been Beverly Hills day of Wellness and Beverly Hills Doggy Daze 90210.

Commissioner Filipovic, along with Vice Chair Gordy Birstol, spoke on the importance of the diverse Festival for the community of Beverly Hills in addition to its expansion to Roxbury Park.

The following items were discussed:

- The timeframe of the event.
- Promotion to the hotels along with the Chamber of Commerce and Visitor Center so tourists in the regional areas are aware.
- Invest in banners for an annual event.
- Food Trucks would be provided.
- Confirmed sports groups are not actively using the park on selected dates.
- Fees of performers along with a budget.

The Liaisons supported the expansion of the event in addition to the Roxbury Park location and advised plotting out the event with the hours along with costs.

This item will be presented to the full City Council as an information item on February 6, 2024.

3) Adjournment

Date / Time:

January 30, 2024 / 4:37 p.m.



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