



**BEVERLY HILLS CITY COUNCIL LIAISON/  
SMALL BUSINESS ASSISTANCE TASK FORCE  
COMMITTEE**

**SPECIAL MEETING HIGHLIGHTS**

**Beverly Hills Chamber of  
Commerce**  
9400 Santa Monica Blvd.,  
2<sup>nd</sup> Floor Boardroom  
Beverly Hills, CA  
90210

January 17, 2019  
8:30 AM

**MEETING CALLED TO ORDER**

Date/Time: January 17, 2019 / 8:36 AM

**ATTENDANCE**

City Officials:	Julian Gold, Mayor; Lili Bosse, Councilmember
City Staff:	Mahdi Aluzri, City Manager; Laura Biery, Marketing and Economic Sustainability Manager; Aaron Kunz, Deputy Director of Transportation; Genevieve Row, Parking Services Manager; Daren Grilley, City Engineer.
Chamber Staff:	Todd Johnson, President and CEO; Blair Schlecter, Vice President of Economic Development and Government Affairs
Task Force Members:	Jeff Tilem, Pioneer Hardware; Joe Tilem, Dawson, Tilem, and Gole; Shawn Saeedian, Beverly Hills Market and Deli; James Anderton, West; David Laredo, the Nosh of Beverly Hills; Jodie Robinson, Anne Michelle; Sabaa Kamal, Kamal Beverly Hills; Susan Andriacchi, Massage Envy
Guests:	Tony Policella, LAZ Parking; Dane Nielsen; LAZ Parking

Members of the Public:           None

### **1. Public Comment**

None.

### **2. Welcome, Introductions and Purpose of the Task Force**

Each attendee introduced themselves.

The purpose of the Task Force is to attract and retain small businesses in Beverly Hills and to continue to ensure that Beverly Hills provides a favorable business climate for small business.

### **3. Recap of Last Meeting**

Todd Johnson provided a brief recap of the last meeting which identified several potential focus areas for the task force and heard from several real estate professionals about real estate trends impacting small business, increasing foot traffic and increasing the attractiveness of certain streets.

### **4. Parking**

The group discussed several challenges and opportunities with regard to parking for small businesses, including challenges with customers finding parking in several neighborhoods, ways to potentially utilize valet and/or unused lots for excess capacity, and ways to analyze the City's parking supply to identify ways to optimize parking management.

### **5. Action Items/Recommendations**

Three significant action items discussed were (1) assessing how to more easily permit unused surface lots to be used for parking (2) identifying ways to utilize valet zones and (3) analyzing parking capacity and developing tools to more quickly disseminate and manage parking flow.

### **6. Adjournment**

The next meeting will be scheduled for February 2019.

Date / Time:                           January 17, 2019 / 9:35 AM