



**City of Beverly Hills**  
455 North Rexford Drive  
Beverly Hills, CA 90210  
4<sup>th</sup> Floor Conference Room A

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

**SPECIAL MEETING HIGHLIGHTS**

Monday, May 2, 2016  
4:00 PM

**MEETING CALLED TO ORDER**

Date / Time: May 2, 2016 / 4:03 PM

**IN ATTENDANCE:** Vice Mayor Nancy Krasne; Councilmember Lili Bosse; Assistant City Manager George Chavez; Director of Community Services Nancy Hunt-Coffey; Community Services Administrator Gisele Grable, Economic Sustainability Manager Megan Roach; Chris Carrington, AIDS/LifeCycle Logistics Director; and Victoria Talbot, Beverly Hills Courier

**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) AIDS/LIFECYCLE BIKE RIDE**

Mr. Carrington provided an overview of the history of the AIDS/LifeCycle Bike Ride Event that will begin in San Francisco and travel to Los Angeles (on Saturday, June 11, 2016). Over the last 13 years, the event had concluded at the Veterans' Administration Facilities which are no longer available, so for 2016, the finish line will be at Fairfax High School in Los Angeles, and they are seeking to travel through Beverly Hills.

Staff informed the Council Liaisons that a previous meeting occurred with the Police Department, including Traffic Division, and that alternate routes were reviewed, and the final route was proposed as the best alternate for safety, space accommodations and least impact to the community. The route will include a "controlled (not closed) lane" and will begin at the Beverly Hills western border traveling east along S. Santa Monica Boulevard, east on Wilshire Boulevard, and north on Doheny Drive. Since the event is a ride and not a race, all cyclists are required and subject to all rules and regulations of the California Vehicle Code and must obey all traffic laws, signals and signs. Alternate routes and notification efforts were also discussed.

The Council Liaisons indicated their support of the event traveling through Beverly Hills on the above mentioned route on Saturday, June 11.

**3) 2017 LOS ANGELES MARATHON**

Ms. Grable indicated that the Los Angeles Marathon had recently mentioned that they would be providing a formal proposal to include Beverly Hills in its March 2017 event (*a formal request had not yet been received to date*). The Council Liaisons (and City staff) indicated that with the current and upcoming major infrastructure projects in the City (North Santa Monica Boulevard Reconstruction Project beginning this summer 2016 and including the entire length of N. Santa Monica Blvd. through Beverly Hills; and the Metro Project currently at Wilshire and La Cienega Boulevards), that any major event such as

the Marathon would create a hardship on the entire community by creating additional and major traffic/circulation impacts.

The City Council Liaisons indicated that staff should inform the Los Angeles Marathon that for the next two years, the City will be under significant constraints dealing with two major infrastructure projects impacting traffic and circulation and is not in a position to approve major events impacting the entire City. Economic Sustainability Manager Roach also indicated that the local businesses were already voicing their concerns about the two projects and their impacts to the City's businesses, and believes that they too may not be supportive of something this scale impacting the City.

The Council Liaisons indicated that if the Marathon does provide a formal request to include Beverly Hills in its March 2017 event, they would not be in support of the event traveling through Beverly Hills for the next two years.

**4) FRED HAYMAN TRIBUTE**

Ms. Grable provided an update of a proposed memorial event and tribute to the late Fred Hayman to occur on the 200 block of North Rodeo Drive on Sunday, May 15 from approximately 11 a.m. to 2 p.m. Spago Beverly Hills and the Hayman Family with support from the Rodeo Drive Committee are still in the process of finalizing the event details. The street closure would begin on Saturday evening, May 14, and be re-opened by midnight, May 15, if not sooner.

All of the neighboring streets and parking structures would be open and available to vehicles and through traffic. Advance notification would be provided to all neighboring merchants along the 200-400 blocks of North Rodeo Drive, as well as Dayton and Brighton Ways. All permit fees, staff expenses, insurance and associated costs will be the responsibility of Spago Beverly Hills and the Hayman Family.

The Council Liaisons indicated their support of the event and street closure on the 200 block of North Rodeo Drive on Sunday, May 15, 2016 for the Fred Hayman Tribute activities.

**ADJOURNMENT**

Date / Time: May 2, 2016 / 4:27 PM