



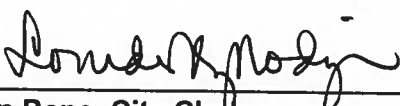
Beverly Hills City Council Liaison / Branding and Licensing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Friday, August 11, 2017
11:00 AM**

AGENDA

- 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.
- 2) Request for City Participation in a Reality TV Show Based on the Beverly Hills Police Department
- 3) Proposal from Gina Raphael to Manufacture and Sell Beverly Hills Branded Items in the Mickey Fine Pharmacies
- 4) Infrastructure Investment Campaign
- 5) Adjournment

for 
Byron Pope, City Clerk

Posted: August 10, 2017

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE
LIBRARY AND CITY CLERK'S OFFICE.**



In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.

ATTACHMENT 1

Solved

REAL CASES OF THE BEVERLY HILLS POLICE DEPARTMENT

A New Television Series

Mission

This television series will showcase the skill and efficiency of the department that protects the most beautiful city in America.

Concept

Non-fiction docu-series about solved cases. Each episode will include scenic drone shots of Beverly Hills, scripted reenactments, expert interviews with historians and news clips that highlight the exceptional work the department conducts.

Season 1

50 half-hour episodes or 25 hours of seamless programming.

Commitment

One week of the department's time per episode.

Revenue Sharing

Long-term revenue will be shared with the city of Beverly Hills rather than all current episodic television deals that offer only a one-time fee per episode.

International Distribution Options

Sky Vision, Electus, IM Global, Rive Gauche, Venevision, Televisa, Zodiak, Red Arrow, DRG, Banijay and Cineflix.

Domestic Distribution Options

Netflix, Amazon, Hulu, Discovery Communications, Viacom and NBCU.

What We Need

Permission to interview current and retired detectives, officers and forensics investigators for information on adjudicated cases and a one-page signed document communicating the department's commitment to participate in this series (please see enclosed City Attorney letter as example)



Laurence S. Wiener
City Attorney

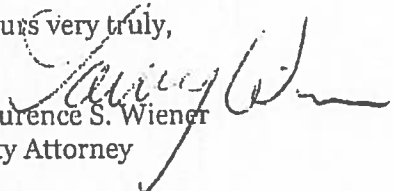
May 23, 2012

Steven L. Weinglass
127 N. Hamilton Drive
Apartment 11
Beverly Hills, California 90211

Dear Steven:

This letter will confirm that I am aware that you and others are making efforts to produce a series for television involving the work of the Beverly Hills Police Department. As matters become better defined, our office will work with City staff and the City Council to present your concept to the City Council for its consideration.

Yours very truly,


Laurence S. Wiener
City Attorney

LSW/lr
Bo785/0001/1461739v1

Beverly Hills Police Department

List of cases and characters

Date: 6/2/2013
Version: 09

Cases	Description	Dates (unconfirmed)
Organized Crime Arrests	Retail marijuana dispensaries generate massive profits, use violence and intimidation. 4 year investigation	2013
Dating Service Murder	Woman murdered by online boyfriend.	2011
Love Triangle of Death	Young woman pushed into prostitution and porn to help pay off boyfriend's gambling debts. Ends in murder	2010
I'll Make You a Star	Fashion Photographer, Anand Jon, sentenced to 59 Years to Life for multiple sex-related offenses.	2008
Inside the Vault	Serial bank robberies. Tunneled up through sewers. Highly elaborate. Investigation led to Ireland.	1995
Menendez Brothers	Brothers killed wealthy parents with shotguns. Shot father 5 times and mother 10 times.	1989
Billionaire's Boy's Club	Investment-and-social club. Ponsi scheme. Multiple murders.	1984
Bugsy Siegel	Unknown assailant shot him through window with a .30-caliber military M1 carbine.	1947
Lana Turner	Turner's 14-year-old daughter stabbed Johnny Stompanato to protect mother	1958
Lover In The Attic	Wife had lover living in attic. Husband was abusive. Lower comes down, kills husband.	1933
Greystone Murder	Ned Doherty died in his bedroom in a murder-suicide with his secretary.	1929
Nude Man in Alley	Son of a Chicago congressman murdered and dumped in alley. Unsolved.	1990
Roxbury Park	Couple feuding. Husband hit wife with by car. Fled to Mexico. Unsolved.	1995
Eleonora Igova	Bulgarian model shot husband. Caught trying to flee the scene.	2008
Widelman Case	Shot suspect in jail. Unsolved	1992
Elizabeth Burns	Beaten and raped. Westside rapist. Unsolved	1990
Nathan Paul	Two house painters stabbed by a crazy man	1994
Satan Worshipper	Concentration camp survivor murdered by house keeper. Satan worshipper.	1993
Maid Kills Boss	Maid kills boss over telling her how to "Cut the ham correctly!"	1950
Justin Zeitsoff Murder	Found in a trunk. Murderer caught wearing his clothes. His mother was a Malibu councilwoman.	1994
Oakhurst Chef	Chef husband kills wife, stuffs her in the bed backboard. Daughter finds her.	1991
Arizona Poison	Husband kills wife with poison. Lab in Arizona. Unsolved.	1996
Ski Mask Bandits	Hundreds of robberies. One murder. Woke victims in bed at gunpoint to steal diamonds.	1974
Red Velvet Gang	Organized. Office equipment heists. Narcotics. Hijacking. BHPD undercover for a year.	1972
Gerald Fil Mason	Cop killer and rapist. 2003 arrest and prosecution for the 1957 murder of two cops.	1957-2003
Robbery on Arden Drive	Suspect held family hostage at gunpoint. Officer shot and killed suspect.	1988
Gun Battle on Lago Vista Drive	Assailant had shootout with police officer. Officer killed suspect. Awarded valor medal.	1950
Lured by an Imposter	Rapist lured multiple woman into job interviews. Raped them. Suspect later apprehended.	1980
The Rolex Robberies	Robber followed drug store customers home and took their Rolex watches at gunpoint.	1988
The Coin Thief	Man trying to sell rare Russian rubles. Rubles had been reported stolen. Cop almost shot.	1990
The House Painter	Painter steals rare coins by digging through floor.	1986
The Amex Robberies	Violent gun battle after Amex office was robbed.	1991
Extortionist	Real estate developer scared by threatening calls. BHPD sets up elaborate sting.	1975
Officer Down	Officer Bill Cortez shot by man after pulling him over. Left for dead in street.	1975
Bulletproof Vest	Shootout in front of synagogue. Afterwards, bulletproof vests became mandatory.	1983
Norman Philip	Switched identities in England. Came to US as a butler. Sloke 75k. Large conspiracy.	1948
Chaplin's Girlfriend	Institutionalized at Patton State Hospital after being found walking streets barefoot.	1940
Doberman Burglar	Burglar used large Doberman dog as look out.	2000
Mercedes Robberies	Organized crime ring involving KGB agents. Cars stolen in CA and taken to Florida.	2001
White on Black	Black bank robbers disguised as white men. Caught with makeup on.	2001
Ecstasy Ring	Busted turned out to be 800,000 pills.	1998
Hash Bust	72 tons, largest hashish bust in US history, exchange was done offshore, ship to ship.	2002
Firestone Kidnapping	Plan to kidnap Leonard Firestone, 58, for millions in ransom. Cops intercepted criminals at house.	1960
Colsen Murders	Triple homicide. Neutrogena hitman. Found in Belgium. Jury tampering.	1983
Pawnbrokers Murder	Woman kills two pawnbrokers. Flees to Philippines. Extradited in 2009.	1999
Jewelry Store Shoot Out	Jewelry store owner is armed and shoots armed robber dead	1995
Armored Car Murder	Linden and Wilshire. Related to siring of armored car robberies.	1996
Van Cleef & Arpels	Two hostages killed inside the Van Cleef & Arpels store on Rodeo Drive. Store manager was mistakenly slain by a sheriff's marksman.	1986

Officers Tom Edmonds and Mark Rosen disguised as camera crew.	
Suspect switches clothes with store manager.	
Mysterious dump as Greystone. Mother was on city council.	1990
Had connections to gun running.	
Serial robber held judge at gunpoint. Judge makes all men in the lineup say.	1991
"Is there a safe in the house?" He IDs the suspect. Search warrant turns up property from 13 additional armed robberies.	
16 year old boy kills dress maker by mistake. Thumb print IDs him.	2000
Bank robbery. Flynt building. 2 on 2 shoot out. Bullets everywhere.	1994
1 suspect dead at scene. 1 got away but caught later in Glendale	
Cop took daring shot and killed suspect who was behind hostage	
Suspect still in Mexico. Can't extradite.	1999
Woman has nightmare and jumps from hotel window to death.	2006
Multiple stories available. Research in progress.	2000
Multiple stories available. Research in progress.	TBD
Joint task force with Beverly Hills PD and LAPD	TBD
	TBD

Characters

Chief David Snowden
Lt. Lincoln Hoshino
Clark Fogg (Sr. Forensics Investigator)

Jeannine Cascadden (Forensics Splst.)
Lt. Micaela Garland-Hines

Cpt. Mark Rosen
Lt. Joseph Chirillo
Sgt. Bob Maycott
Sgt. Brian Weir
Cpt. Tony Lee
Lt. Joe Chirillo

Det. Sgt. Mike Publiker
Det. Mike Dowling
Det. Daniel Chilson
Det. John Czarnocki
Lt. Sammy Lee
Officer Charles Yang
Sgt. David Perez
Det. Leslie (Les) Zoeller
Det. Rick King

Det. Tom Edmonds
Det. Ricky Banks
Det. Tom Linehan
Det. Mike Hopkins
Det. Rich Schwab
Sgt. David Perez
Chief Marvin D. Iannone

Active BHPD Detectives
Retired BHPD Detectives
Active BHPD Patrol Officers
Retired BHPD Patrol Officers

Description

Active. Former brigadier general. US Army.
Active. Executive Officer to Chief David Snowden. Handles department communications to the public.
Active. 20+ years at BHPD. Heads crime lab of 6+ investigators including Secret Service joint task force DNA, ballistics, computers, internet, handwriting, prints, all trace evidence. Trained with FBI's John Douglas

She is the #2 CSI underneath Clark Fogg.

Retired. 20+ years on BHPD. Was first female detective in dept. Handled almost all sex crimes. 25+ plus years at BHPD. Executive Officer, Office of the Chief of Police.

25+ plus years at BHPD. Chief of Detectives.

Active. Patrol Sergeant, Watch Commander, SWAT Operator, Medic. Was in Panama with US Army.

Active. 23+ years at BHPD and LASD. Trained at FBI Academy Overseas Field Services Division

Active Undercover narcotics and surveillance operations.

Active. Elenora Igova murder case.

Active. Handled a number of intricate homicide investigations.

Active SWAT Commander. Was undercover as Japanese business man on Heidi Fleiss case.

Active. Joined BHPD at 20. Martial arts expert. 1 of 4 man undercover unit. Unparalleled arrest record. Retired. Detective and SWAT operator. 33 years at BHPD. Lives local.

Retired. Runs private security firm. Lead investigator on a number of high profile cases.

Retired. Les Zoeller's partner for many years.

Retired. One of most revered Beverly Hills detectives still alive.

Retired. Involved in a cross section of multi-layered cases.

Retired. Handled a number of intricate robbery and homicide investigations.

Retired. Tom Linehan's partner for 9+ years. Currently works private security for Apple.

Retired. Wroked undercover for many years.

Retired, 33 years on BHPD. Ended his career as #2 man on SWAT Unit.

Retired, Chief of Police before David Snowden.

Experts on homicide, robbery, forgery, hostage situations, etc.
Experts on homicide, robbery, forgery, hostage situations, etc.

Current Location

So. California
So. California
So. California

So. California
So. California
So. California

So California
So California
So California

So California
So California
So California

So. California
So. California
So. California

Montana
So. California
So. California

So California
So California
So California

So. California
So. California

So. California

21 Beverly Hills Police Department Cases of Interest

1. A Model's Revenge?

On March 14, 2008, Beverly Hills Police Officers receive a report of shots fired at Durant Drive. The call is updated to a male and female arguing upstairs. Then ... another call ... six more gunshots have been heard. Beverly Hills police respond to a multi-unit complex just after midnight. They are told the shots came from an upstairs apartment ... and immediately following, a woman was heard crying outside. An officer enters the apartment to find a middle-aged man lying face down in a hallway ... in a large pool of blood.

For Detective Sgt. Publicker, Detective Chilson, Senior Forensic Specialist Fogg, Forensic Specialist Cascadden and Detective Czarnocki, the story begins to unfold as they enter the crime scene. It appears the man had been shot twice ... in the top of his head, execution style. Further down the hallway they find ... a 9mm shell casing ... and then, the weapon itself, a 9mm Smith and Weston pistol. The victim is identified as Jacob Lipson, 51, a Beverly Hills businessman ... with connections to Russian organized crime.

The notion of a "professional hit" performed gangland-style in Beverly alarms the community. The tension grows stronger when an autopsy reveals that Lipson was shot seven times ... four shots to the torso and three to the head. But this also puzzles police. "Professional hits" are usually "clean". This many shots suggests a possible crime of passion.

Guided by ear-witness interviews and following a complex trail of forensic evidence, police ultimately target a suspect. The suspect is Russian, but not one they might have expected. It is a woman, Eleonara Iordanova Igova, a beautiful 30 year old Russian model ... the victim's girlfriend, or some say, his wife.

To make a case, detectives need a motive. They spend weeks tracking the lives of the pair. There is suspicion that she may not have been Lipson's companion because she loved him ... but because she had been hired to kill him by organized crime figures needing to "take care of business."

The final motive is never fully resolved ... but police learn Igova may have been physically abused by Lipson ... prompting a crime of revengeful passion ... resulting in the tears heard following the gunshots. The physical evidence is strong. Igova is found guilty of murder and is currently serving a life sentence.

2. Murder of the Pawnbrokers to the Stars / The General's Daughter

Even the wealthiest of Beverly Hills residents fall on hard times. And when they do, they discretely conduct transactions at The Beverly Loan Company, the "Rolls Royce" of pawnbrokers established in 1938 by the Zimmelman family. The client list ... never publicized ... includes movie stars, musicians, screenwriters and film directors ... whose "lifestyles of the rich and famous" change dramatically when they fall out of favor with fickle Hollywood moguls. Rolexes are traded for tens of thousands of dollars, diamond jewelry for hundreds of thousands, artwork for millions.

In April, 1988, a well dressed Filipino woman walks into the establishment, seeking the return of diamond necklaces she had pawned earlier. It is a fateful moment for 79 year old senior pawnbroker Julius Zimmelman. He politely informs the woman that time had expired on her opportunity to buy back her jewelry, and although he had the items in his vault, they had already been sold to repay her debt.

The woman flies into a rage, pulls a .38 revolver from her purse and shoots Zimmelman multiple times. The pawnbroker's son Harry hears the gunfire and comes running from a back room. The woman shoots him as well, drops the gun and her purse, and flees the scene. When police arrive, the elder Zimmelman is pronounced dead at the scene. His son's condition is critical and he survives only another few days.

Who is the mysterious wealthy woman who valued her jewelry more than two human lives? Forensics Investigator Clark Fogg goes to work. Soon, with the aid of evidence found at the scene, the identity of the woman becomes clear. She is 31 year old Asuncion Carag Espina, the daughter of a wealthy Philippine Military General. Beverly Hills police feel fortunate the killer left incriminating evidence behind. But establishing her identity proves far simpler than capturing her.

So begins one of the most complex cases in BHPD history, literally a race around the world to catch a killer, who ultimately seeks asylum in her homeland. What began as a "simple" murder turns into an "international incident", requiring BHPD Detectives to prove themselves as diplomats as well as crime-solvers. The labyrinthine process takes more than ten years, but the detectives never give up. Finally, in 2009, Espina is extradited to California, where she is tried and convicted of a double homicide.

3. To Catch The Pimps / Diary of a BHPD Vice Detective

It is 3 AM at the home of Beverly Hills Detective Richard Schwab. His cell phone rings, waking him and his wife beside him. A high-class, thousand-dollar-per-hour Beverly Hills hooker is calling. Schwab's wife listens patiently to the conversation. The call-girl is not phoning Schwab because he is a "client." She is calling in tears, because she needs protection. She has been beaten by her "broker". In any other city, that person

would be called a "pimp." Shwab had given his private cell number to her and other prostitutes, because one of his major goals is "to catch the pimps."

Welcome to the world of Beverly Hills Vice, where the glitz and glamour of pandering to the stars hides a dark underworld of violent and sometimes even deadly control by pimps. Detective Schwab and his associates reveal the bizarre, sometimes tragic, sometimes darkly comedic world in which they have worked since the 1980's ... a world that may require them to literally "hide behind a curtain" for a hotel room sting ... or set up an elaborate sequence of "client meetings" to ensnare a famous "madame" like Heidi Fleiss.

This episode is as much about the women as the cops ... smart, beautiful women whose addiction to drugs or a simple need to "survive" after failing to fulfill their dreams of stardom has driven them to making personal fantasies available for sale. For the first time, in the format of a "diary of a Beverly Hills Vice Detective," Schwab explains "how it's done" in a city where extreme wealth can make men feel they are beyond the reach of the law ... where a prostitute chooses to steal a john's credit card and purposely use it so she will put in jail ... the only safe haven she can imagine to be protected from her "broker".

4. Beverly Hills Hate / Murder on the Edge of Town

It is early morning, the summer of 1994, and the naked body of 25-year-old Jon Simmons lies in a dark alley of Beverly Hills, close to the city border adjoining West Hollywood ... often referred to as "Boys Town USA", one of the most festive gay areas in the United States.

The body is discovered by an early morning jogger. When BHPD detectives begin to investigate, they learn that Simmons had cause for celebration. He had just passed the California State Bar exam. But he apparently lived in San Francisco, and no one they can find has any idea how he ended up dead in Beverly Hills.

Autopsy results and early information leads police to believe that sometime after 2 AM, Simmons might have been kidnapped, sexually assaulted with a knife and shot once in the head. The case has all the signs of a hate crime. Detectives begin a search for clues that might link them to a killer targeting gay men. They begin by contacting a transexual informant, Charlie, who had been arrested multiple times on narcotics charges. From him, they learn about a man named Kenny Osborne who was gay himself but was known to be openly violent against other gay men, threatening to kill Charlie if he ever revealed Kenny's own sexual preference.

Osborne was known to be involved in illegal "fight clubs" that took place in warehouses in downtown Los Angeles. He was physically dominating and a fierce brawler, earning his money working construction and beating down other men in these underground

clubs. Detectives also learn that Osborne carries a switchblade and a handmade .38 caliber gun strapped to his ankle.

But having a suspect is far from solving a crime. Years pass without enough evidence found to link Osborne to the death of Simmons. But the BHPD never considers a case "cold". Detectives continue to track any information related to Osborne that can potentially connect him to the case. Finally comes ... a teletype from Pennsylvania State Police. Osborne had been arrested for assaulting gays and given a sentence of 8-16 years.

BHPD detectives visit Osborne in prison. He tells them he now has AIDS. When they try to get him to confess to the murder of Jon Simmons, he says "he'll think about it." In the meantime, detectives discover another significant piece of information. In 1987, Osborne had apparently killed a gay man and left him naked near a dumpster in Orlando, Florida. Detectives are convinced that they now have enough evidence so that a "non-denial" from Osborne is enough for an LA indictment on the Simmons case.

But before they can fully process the case, Osborne succumbs to AIDS and dies ... a frustrating end to years of tireless investigation. But the case ... is closed.

5. Gentlemen Armed Robbers / The Robbers Women Loved

Two armed serial diamond robbers dubbed the "Million Dollar Ski Masked Robbers", are haunting the midnight hours of Beverly Hills, Bel Air, West Los Angeles, Westwood and other affluent parts of Los Angeles between the years of 1971 and 1974. They've committed hundreds of robberies, one murder and are still on the loose.

Their modus operandi? To follow a wealthy couple home (any couple wearing diamonds) from an expensive restaurant and wait outside until early morning. After the couple turns out the lights and goes to bed, the two masked men silently enter the house while the couple sleeps. The robbers awaken the couple at gunpoint and ask for their diamonds. If the victims say "we don't have any", the robbers describe the diamonds they saw them wearing. This scares the victims even more and they turn over the jewels.

In hundreds of robberies, the robbers take only diamonds and leave all other jewelry, some very valuable. This is puzzling to police. The robbers move in and out of the homes quickly. They are so silent, it appears as if they mystically vanish into thin air. Breaking glass or the sound of a car engine is never reported. All victims are entirely defenseless.

Some victims are actually awakened to the robbers lying naked on their beds. Women victims often say how the intruders move like cats or gymnasts. The women claim that they are treated them with dignity and respect and allowed to put on robes before presenting the diamonds.

A couple of the women are embarrassed to call the robbers "attractive." One female victim says, "he had the most magnificent blue eyes I have ever seen". And another claims, "the quieter one moved with such grace. He was in control of every part of his body." The robbers prove to be the most elusive and intelligent pair of criminals Beverly Hills has ever seen. The loot they steel racks up into millions of dollars. The robbers utilize elaborate car-swapping scenarios and expert disguises, so police are never able to track them, even with the assistance of an LAPD helicopter.

But then ... the end finally comes. The only way detectives are able to catch the "gentlemen robbers" is when one of their girlfriends turns them in ... which she agrees to do only after being shown photos of her robber boyfriend cheating on her with another woman.

6. Greystone Mansion Murder / The Tragic Death of a Councilwoman's Son

It is February, 1992. 17 year old Justin Zeitsoff has a terrific life ahead of him. The son of a former Malibu City Councilwoman, Missy Zeitsoff, Justin has everything a young man in Southern California could desire, even his own BMW. So it is a tragic shock to his family and all of Los Angeles, when his body is found in the trunk of that car outside the famous Greystone Mansion in Beverly Hills. Justin had been shot to death, and it is now up to BHPD detectives to figure out who, when, where and why. What they discover is as sadly tragic as the outcome. Justin would die for wanting certain things he should not have been able to buy ... guns.

After weeks of interviewing Justin's friends, and coming up with no potential suspects or motive, detectives get a break ... from Corey Lohr, a young man who claims he had been offered \$500 to kill Justin by Ian Duncan, a dealer in heroin and stolen weapons, who wanted Justin dead for cheating him on a previous gun deal. With Lohr's help, the puzzle pieces began to fall into place.

Although Lohr refused to kill Justin, he was present the night when Zeitsoff came to Duncan's, allegedly to purchase more weapons. On that evening, another friend of Duncan's, Jude DeJesus, had arrived at the house and agreed to be the "trigger man."

In shock, Lohr, himself a drug addict heavily dependent on Duncan providing him with heroin, witnessed the murder of Zeitsoff, the dumping of his body in his own BMW, and was with the group when they dropped the car off at the Greystone Mansion. The irony? Justin was not killed in Beverly Hills. But his body was found there, placing the crime in the jurisdiction of the BHPD. The case may have been solved in the other area of Los Angeles where the murder took place, but it is highly likely it was solved far more quickly simply due to the determined efforts and focus of the BHPD detective team. Beverly Hills may not be the scene of many murders. But when they do occur, they are solved ... fast. That is why there are NO unsolved murders in Beverly Hills.

7. The Good Friday Rapist

It is Good Friday morning, the mid nineties. Janice Ford, 50, leads her small dog through a rear screen door into the backyard of her Beverly Hills home. But as she stands in the doorway, waiting for her dog to return, a man hiding in nearby foliage surprises the woman and forces his way inside. He then beats, rapes and finally strangles Ford until she falls unconscious. He leaves her bleeding and sprawled out on the floor to die.

As Ford is rushed to the hospital, Beverly Hills Detective Micaela Garland is assigned to the case. She has spent most of her time assigned to the bureau working 'crimes against persons' ... BHPD's lead detective on the majority of rape and sexual assault cases and a handful of homicide cases. Micaela and forensic specialist Clark Fogg process the crime scene at Ford's house. After hours of investigation Fogg turns up only one unidentified latent fingerprint taken from the rear screen door. It is the only evidence found at the scene and the only information detectives have to go on. Although Ford survived the incident, the assailant had acted so quickly and beaten her so badly that she never got a good look at him.

For Micaela Garland and Clark Fogg, this alarming unsolved rape in broad daylight in Beverly Hills becomes a passionate quest to find the rapist whatever the odds. And all they have to go on is one latent fingerprint. At the time, Santa Monica has the closest print identification lab to Beverly Hills, so Fogg begins spending hour after hour, week after week whenever he is able, traveling to Santa Monica to compare his one piece of evidence to thousands of other finger prints. Print identification technology is still in a relative state of infancy and only 1/9 of the print can be analyzed per visit.

Each time, Fogg returns to Beverly Hills and waits patiently for a call from the Santa Monica lab. Those calls regularly take days to come. Fogg then returns to the lab, eight more times, over the course of 30 days, to get the full fingerprint examined in comparison to the prints in the regional database.

Meanwhile, Detective Garland is trying to crack the case in some way without the need for a fingerprint match. But there were no eyewitnesses. The neighbors heard nothing nor saw anything unusual in the area that day. Garland believes the modus operandi to be too perfect. The unidentified suspect is profiled to have a number of prior arrests for crimes similar in nature. He would most likely have perpetrated this type of crime regularly and perfected his technique over time. This description of the suspect from Garland motivates Fogg to continue the fingerprint search, despite other cases that also require his immediate attention.

Finally, to his amazement, Fogg receives a call from Santa Monica. They have found a fingerprint match. Garland immediately issues a warrant for the man's arrest and the suspect is taken into custody. He is charged with the rape and attempted murder of Miss Ford. True to Garland's suspicions, the suspect is discovered to be a serial rapist that had been working the west side areas of Southern California for some time. Ever

since the criminal's conviction, Clark Fogg and Micaela Garland have received cards from Miss Ford every Christmas, graciously thanking them for saving her and putting her fears to rest by putting the rapist behind bars.

8. Tunneling for Dollars / Holiday Bank Robberies from Inside the Vaults

Imagine a banker's surprise when he opens for business on a Tuesday morning of a holiday weekend, opens the main vault, and finds literally every safety deposit box open and emptied, every container of currency literally gone ... and a huge gaping hole in the floor of the vault. That is indeed what occurred when a team of ingenious and patient bank robbers spent months digging tunnels through the storm sewers across Los Angeles and Beverly Hills in order to simultaneously break into a series of banks from underneath the vaults.

At the Beverly Hills bank, BHPD Detectives have only two forms of "evidence" to work with ... DNA found on a half-eaten sandwich left at the crime scene and evidence to suggest the type of equipment needed to dig vast underground tunnels into the vaults. Civil engineering experts determined that the tunnel engineering resembled mining techniques found exclusively in Ireland. Irish mining companies were known for cutting mineshafts in a tubular fashion without the use of wood support beams. American mining companies cut right angle "squared-off" mineshafts with engineering that required wood beam supports throughout.

It takes literally years to reach a breaking point in the case by tracking who had access to such unique, expensive tunneling equipment. And when suspects are identified, the DNA found on the sandwich is a "match" to one of them. What detectives learn about "the heist of the century" in Beverly Hills continues to amaze even the most experienced detectives who have "seen it all."

Everyday, the "ultimate bank robbers" would enter the sewer system in Long Beach, CA and drive underground for 30 to 40 miles to start their digging. They transported mining equipment on all-terrain vehicles (ATVs) to and from the dig sites. At the end of each day, they applied thin layers of concrete over the entry holes. This technique worked to disguise their operation from Department of Public Works maintenance workers that came through. The criminals must have known the maintenance schedules and worked opposite those to keep from being detected. They planned the heist precisely so they could enter at the beginning of a three-day holiday weekend and get out before the banks reopened the following Monday.

9. Double Murder for Diamonds / Rodeo Drive Hostage Shootout at Van Cleef & Arpels

On a beautiful morning along one of the nation's wealthiest shopping districts, Rodeo Drive, 22 year old Steven Livaditis, walks into the prestigious jewelry store, Van Cleef &

Arpels. No one in the store had any idea that Steven had some "past history" that would cause havoc and horror in Beverly Hills that day. He had been involved in violent confrontations with police in Las Vegas escaping capture twice.

On this day he enters the store carrying a briefcase loaded with tape, rope, a knife, a gun and extra ammunition. Inside the store are two salesladies, a shipping clerk, the store manager, a security guard and some early upscale shoppers. Just down the street, the First Lady, Nancy Reagan, looking to do some shopping, is a guest at the Beverly Wilshire Hotel.

Livaditis asks a sales lady to show him some watches in the "boutique" area of the store. A few minutes later she reemerges into the main showroom at gunpoint, screaming loudly that a robbery is taking place. Some customers run into the street. Livaditis forces the security guard to his knees and disarms him. He then pulls a hunting knife from his briefcase and stabs the guard in the middle of his back. Tragically, the guard bleeds to death. Livaditis then takes shopper Ann Heilperin by the hair and shoots her point blank through the back of her head, killing her instantly.

Beverly Hills Police are called to the worst hostage nightmare in the city's history, which is ultimately resolved after a 13 hour siege and negotiation. Ultimately, three hostages die, two survive and the killer is apprehended alive. Today, Livaditis is on death row in San Quentin Prison. He was sentenced to death in the gas chamber on July 8, 1987.

10. The Neutrogena Murders / Belgian Hitman

In 1979, when BHPD detectives are called to the home of Lloyd Cotsen, they are shocked to find the bodies of his wife, one of his sons and one of his son's friends lying in pools of blood. Cotsen is the Chief Executive Officer and Chairman of the Board of the Neutrogena Corporation, a multi-million dollar cosmetic firm. He gained the position after marrying the founder's daughter. Cotsen himself is traveling abroad on business when the crime occurs. At the time, Joanne's father is involved in litigation over the rights to use the name of the company in Belgium.

Detectives begin what would become one of the most complex, difficult investigations in their department's history. Were the murders the result of corporate rivalries? Could Cotsen himself have somehow had a motive to be involved? Ultimately, based on evidence found at the crime scene, detectives arrest a suspected hit man in Belgium, but the man commits suicide before a trial can occur.

As years pass, Lloyd Cotsen continues to expand Neutrogena's value and after his father-in-law passes away, naming himself President of the company. In 1981, he mysteriously marries the company's cosmetic consultant, Jaqueline Brandwynne, who is credited with expanding the company worldwide. In 1994, they sell the company to Johnson and Johnson for more than 300 million dollars. To this day, the BHPD is

convinced that the Belgium hit man was indeed responsible for the murders. Who might have paid him for "the hit", however, remains a mystery.

11. Seduced by an Imposter / Kidnapped in a Foreign Land

Late one evening a disheveled-looking Swedish woman wanders into BHPD with a story that seems difficult to believe. She tells police she had been taken hostage for several days and held in a Beverly Hills Benedict Canyon garage. All her bank accounts had been drained and every valuable in her home had been sold. She believes the suspects to be her Syrian boyfriend, his brother and his brother's girlfriend.

Many consider the woman mentally deranged, but there is something about her story that convinces Detective Les Zoeller to follow it up. After months of investigation, he discovers an elaborate scheme to rob this woman of everything she owns. How? By seducing her with love and making her look crazy if she reported it to police ... which would have been the case were it not for Detective Zoeller's instincts.

The criminals had forced the woman to sign multiple legal documents making them the legal owners of her property, explaining that she that she sold all her items to them because she was planning to move back to Sweden. But she explains to Zoeller that all of the "agreements" were made under duress. She claims to have signed the documents literally at gunpoint. Ultimately, Zoeller and his associates find evidence to support her story, charges are filed, and the suspects are charged, tried and convicted.

12. The Rolex Murderer / French Husband Killed while Protecting Pregnant Wife ... all over "a watch".

When a Persian couple from France buys a Beverly Hills mansion on South Cannon Drive, they believe they are buying into the mythical lifestyle of the rich and famous. But that fantasy will turn into a nightmare.

They day before they are scheduled to move into their new home, they decide to take one final walk through the house, needing to make a couple last minute decisions on furniture and decoration before meeting their interior designer.

But as they stand in the kitchen discussing choices, a man enters the front door with a gun. He demands the husband's Rolex watch ... nothing more, only the watch. But rather than simply turn it over, the new homeowner resists and decides to attack the gunman, fearful that his wife, who is five months pregnant, may be harmed.

Right before the eyes of the woman, her husband is shot five times and mortally wounded. The gunman removes the Rolex watch and flees. BHPD Detective Tom Linehan is assigned the case. Months of detailed investigation reveal that the murdered husband is not the only victim of "The Rolex murderer."

A suspect emerges who has been operating a "Rolex robbery exchange", stealing in the Los Angeles area and selling in San Francisco. The thief would simply drive around looking for people wearing Rolex watches, follow them home and commit the robberies. If the victims fought back, he would kill them. The suspect is ultimately connected to multiple murders, arrested and identified in line-ups. He is convicted and is currently "watching the clock" serving a life sentence in prison.

13. Picasso's Granddaughter / Stealing History

An art dealer in Beverly Hills has many collectable pieces. He is an aging man and needs health care. So he employs a female health-care worker. At the same time, Picasso's granddaughter decides she wants to write a book on her famous grandfather's art. She knows where all of his paintings are located and wants to interview the owners.

Arriving from Italy, she arranges an interview with the frail man, knowing that he has a few of Picasso's pieces and the works of many other internationally known artists. A short time after interviewing him, she then visits a second art dealer and notices one of the pieces she saw at the office of the ailing man is now on this dealer's wall.

Keeping her cool, she leaves as if nothing is wrong and returns to the original collector, who for the first time now notices that the painting is missing. No sale of it had occurred.

BHPD police are notified and a careful, quietly-conducted investigation reveals that the health care worker may have been stealing random pieces of art from her employer's home and selling them as if they were her own. When confronted, she claims they were given to her. "Paintings by Picasso and Matisse? Sure lady," say the detectives.

Just after the woman agrees to surrender peacefully to police, she flees to the Philippines. BHPD detectives go on a global hunt for the art thief, finally locating her in a Philippine apartment. With the cooperation of local authorities, they arrange an arrest and find her ... dead ... shot in the back of the head. Forged documents of every variety are found inside her room. BHPD detectives have to travel the world, but they eventually retrieve all of the stolen artwork and returned the paintings to their rightful owners.

14. Stalking Wealthy Women

There is a stalker loose in Beverly Hills. He has committed a rash of residential robberies in neighborhoods just North of Santa Monica Boulevard. All the crimes occur in the late afternoon or early evening. The victims? All elderly women who have

inadvertently "advertised" their wealth .. driving luxurious cars, shopping at expensive stores.

The stalker follows them home, knocks on their doors and immediately attacks them, usually simply punching them in the face, rendering them unconscious. Then the stalker becomes a thief ... ransacking the residence, taking every valuable item he can carry with him. The crimes literally occur every few days.

When Detective Les Zoeller and his colleagues begin investigating, they gather small bits of information possibly related to the suspect. A car seen around the time and location of a few crimes is described as a green Ford Galaxy. Zoeller then obtains a possible footprint of the suspect. The pattern is that of a K-Swiss tennis shoe. At the time these crimes are being committed, Zoeller has not even heard of a K-Swiss tennis shoe.

The Beverly Hills forensic lab is able to obtain fingerprints at many of the crime scenes. One print found at several locations has distinctive markings. BHPD assigns a task force in the region where the robberies occurred to keep watch for the suspect's car. Officers stop a number of vehicles that could possibly be considered the getaway vehicle. The team is so familiar with the suspect's fingerprints, it is easy to determine a potential match with a simple on-site fingerprint test.

Yet the crimes continue ... until one day police get a break. A call comes in from a resident in the Trousdale Estates area of Beverly Hills who cited a suspicious green Ford on Hillcrest Drive. Detectives patrol the area and see a green Ford Galaxy parked at the curb a few blocks from where the caller lived. Zoeller, who happens to be nearby, and a back-up officer head out on foot to canvass the area. They see a person matching the description of the suspect walking between a house and a fence. But when the man sees police, he takes off running.

Zoeller and the officer are able to catch up with the suspect and take him into custody. The fingerprints of Leon Kelly Banks are a perfect match to those obtained at the crime scene. During a search of his residence, detectives find the K-Swiss shoes, plus pieces of property from several victims. When BHPD puts out a region-wide inquiry related to the suspect, they learn that not only is he wanted for robberies, but murder ... as one of his victims in an adjacent city of Los Angeles dies of her injuries. Banks is tried and convicted, and now spends the rest of his life in prison.

15. The Boyfriend Molester / A Mother's Nightmare

The heart-wrenching story of female Detective Micaela Garland's relentless efforts to build a case and convict a 40 year old man for molesting his girlfriend's 11 year old daughter more than 30 times when he baby-sat for her on weekends.

The mother has no idea what is happening and no one around the couple ever suspects something like this could be happening. The suspect, the woman's "boyfriend", has a carefully concealed criminal past. It is not until the daughter experiences irregular bleeding that doctors discover damage to her private areas. The discovery leads detectives eventually to the boyfriend who at first denies the crimes, but then, after intense pressure by detectives and mounting evidence, he makes a confession.

Throughout the investigation, Detective Garland gets to know the victim and her mother well. Despite police protocol, Garland takes the case very personally. Not only because of the terrible nature of the crime against a minor, but because Garland has a young daughter of her own. Garland is able to support the victim and her mother when they take the stand in court to testify against the victim's attacker, who is convicted and sentenced to prison.

16. False Promises

In April 1980, Sgt. Tom Edmonds (BHPD, Detective Division) takes over the investigation of the rape of Beverly Kendall (not her real name). The case file, originally prepared four months earlier, reports that Kendall was allegedly raped by a man posing as the owner of an advertising agency. The man had explained that he was moving his company from New York to Century City (adjacent to Beverly Hills) and needed a receptionist to start work right away.

Ms. Kendall was excited and agreed to meet him at 6pm at Nibbler's Restaurant on Wilshire Boulevard. She took the bus to the meeting location. After they had a drink and talked, the man said he would like to hire her and needed her to sign papers that same night at his attorney's office. She was excited and agreed to accompany him there. But a block from the restaurant, Turner pulls a gun, forces Kendall into a dark office building and rapes her.

Detective Edmonds (known throughout his BHPD history simply as "12" – his badge number) tracks the man to Anaheim on suspicion of similar criminal activity. After an APB is put out on the suspect, an Anaheim Police Detective contacts Edmonds and explains that he has a suspect who might be the same man they are looking for, responsible for similar crimes. The Anaheim suspect had used the ruse of hiring girls to be models in order to get them into hotel rooms and force them into intercourse.

In a classic case of "gumshoe" work, Edmonds follows the clues for weeks and eventually finds the suspect working at an aircraft manufacturing company in Culver City. The man is ultimately convicted and, years later, murdered in prison.

17. The Red Velvet Gang

In the early 1970s, Detective Lynn Franklin (BHPD) goes undercover for a year and infiltrates an organized crime ring called the Red Velvet Gang. They mainly deal in stolen office equipment, (primarily electronic IBM machines) from commercial office buildings throughout LA and Beverly Hills. They are also responsible for trafficking narcotics, hijacking stolen furs, leather clothing and more.

Operating out of the Red Velvet Snare Bar and later the Camelback Inn in Hollywood, the organization consists of 30-40 men, many of whom have girlfriends who become involved in the crimes. They are highly efficient thieves, always covering their tracks, and successfully steal nearly 6 million dollars worth of goods each year from Beverly Hills offices. They transport the stolen property to a warehouse in Hawaii, from where it is sold and distributed throughout the world.

After her year of working undercover as one of "the team", Detective Franklin accompanies one of the top gang members and his girlfriend to smuggle a truckload of marijuana back to the United States. But the trip turns out to be just one part of what will be one of the biggest organized crime stings in U.S. history.

18. Influenced by Fame / I Want My Mother Dead / The Menendez Brothers

Erik Menendez, a tan, dark haired 18-year-old, sits quietly in his parents' palatial Beverly Hills home, watching a made-for-TV miniseries. Based on real-life events, the movie tells the story of a group of young men from Beverly Hills who plan and carry out two murders, one of the victims being the father of one of the killers. As Erik watches the movie, he calls to his older brother Lyle, 21, and the two watch "The Billionaire Boys Club" together. They begin to discuss their own father ...complaining about how domineering and controlling he is, and how impossible it is for either brother to please him. They know that he has even threatened to disinherit them from the family fortune.

The brothers rationalize that if they kill their father, they will need to also murder their mother because she could not survive emotionally without their husband. She could also be a living witness to the crime they are about to commit.

The older brother, Lyle, wants to plan the murders cautiously so that they can be as "perfect as can be," but the younger brother cannot wait and insists that the killings take place as soon as possible. The Billionaire Boys Club miniseries was shown over two nights, July 30 and 31, 1989. The Menendez brothers kill their parents less than one month later ... in cold blood inside their 4 million dollar, 23-room Mediterranean-style mansion. They shoot their father Jose' at least 5 times with a 12-gauge shotgun. They shoot their mother Kitty ten times as she tries to escape.

The case is obviously one of the most infamous cases in Beverly Hills history and received world-wide publicity, resulting in the convictions and life sentencing of the two

brothers. But now, for the first time, Beverly Hills Detectives take viewers step-by-step through the process of obtaining that conviction ... a MUCH more difficult task than anyone could ever imagine.

19. Armored Car Robbery Spree

In the mid 1990s, at a bank in Beverly Hills, two men pull automatic rifles from under their business suits and attempt a robbery ... which results in both suspects being shot dead at the scene. One would think such a brazen act would be an isolated incident. It was not. Beverly Hills Detectives soon found themselves working with law enforcement agencies throughout the Los Angeles area where literally an epidemic of similar robberies was suddenly breaking out ... inside banks and outside armored cars. Some of the robberies result in the apprehension of suspects and lengthy prison sentences. Some end in the death of the suspects. Yet the crimes continue.

The story of the Beverly Hills task force assigned to bring an end to this deadly siege has never been told outside law enforcement circles, but it has become a case-study in fighting organized crime involving financial institutions. For the first time, the BHPD detectives involved describe their investigative process, which to this day is required review for all detective rookies.

20. Love Triangle of Death / She Loves Me, She Loves Me Not

In July, 2010, Scott Joseph Barker is charged in the July 2010 stabbing death of Katsutoshi Tony Takazato of Beverly Hills. He allegedly killed Takazato to avenge the mistreatment of a woman both men had dated. The woman, Chie Alexandra Coggins Johnson, had allegedly been forced into prostitution and porn by Takazato when they dated to help pay off his gambling debts. After Johnson and Takazato broke up, she began dating Barker.

When Barker learned about Takazato's alleged abuse of Johnson, prosecutors say he became enraged, confronted Takazato and stabbed him 58 times. The victim was found dead at about 6 a.m. July 20, 2010, outside his father's home on the 1800 block of Carla Ridge in the exclusive Trousdale Estates neighborhood. L.A. County Coroner Ed Winter described the murder scene as "very bloody."

When the stabbing death took place, Barker was 23 years old, Takazato was 21 and Johnson was 20. It was clear that three attractive young people made terrible life choices leading up to Takazato's alleged murder. Johnson, who dated both Takazato and Barker, told L.A. County deputy district attorneys Linda Lofffield and Amy Carter that she drove Barker from the murder scene to Malibu, where Barker washed his bloody clothes and blood-soaked car mats in the ocean and stashed them in a Malibu ravine.

Johnson was charged as an accomplice in the murder with Barker before being prosecuted under the theory of aiding and abetting. The true story of the crime's ultimate resolution is another story that's never been told publicly by the BHPD ... but it

is a classic tale of a woman victimized by very wealthy men in the glamour capital of the world.

21. I'll Make You a Star / Fashion Photographer Sentenced to 59 Years to Life

Anand Jon Alexander was born in Kerala, India and in 2004 comes to the U.S. to study at the Art Institute of Fort Lauderdale and the Parsons New School for Design. He credits Gianni Versace for his interest in the fashion world. When Jon moves to Beverly Hills, his talent is immediately recognized and he is a featured expert on "America's Next Top Model". Jon's career takes off from there as he begins designing clothes for celebrities including Mary J. Blige and Paris Hilton. But then, his life takes a bizarre turn.

Jon lures young women to his apartment under the pretext of securing modeling jobs. And then, he rapes them. Beverly Hills Police begin a furtive investigation of the quickly-becoming-famous designer. The night he is taken into custody in early 2007, detectives discover that the world famous photographer/designer had been living in what appeared to be a halfway house. His apartment was piled with clothes, garbage, a deflated air mattress and the unpacked luggage of a teenage girl who had just arrived from out of state hoping to become a star.

Jon is convicted of multiple sex offenses in November, 2008. Scheduled to be sentenced in January, 2009, Jon dismisses his attorneys and is granted permission to represent himself for the sentencing proceedings. But Jon's legal expertise does not prove to equal that of his design talent. He is sentenced to 59 years to life and also indicted for similar crimes in Texas and New York. Yet another sad tale of young women craving the "myth" of a Beverly Hills/Hollywood lifestyle, only to discover the darker side of its reality.

ATTACHMENT 2

LICENSING TERM SHEET FOR MICKEY FINE AND CMG

DATE: May 1, 2017

BRAND: City of Beverly Hills, CA 90210

CONTACT: Gina Raphael & Jeff Gross

Mickey Fine Enterprises

[O 310-271-6123](tel:310-271-6123)
[C 310-963-3317](tel:310-963-3317)

433 N Roxbury Drive
Beverly Hills, CA 90210

EMAIL: gina@mickeyfine.com

PRODUCT RIGHTS:

1. Vitamins
2. Skin Care
3. Nail Polish
4. Bandages/
5. First Aid Kit

TERM: Through 12/31/2020

TERRITORY: Us, Territories & Possessions, Israel

ADVANCE PAYMENT: \$1,500

GUARANTEE: \$5,000

ROYALTY: 6% of sales

DETAILS:

Mickey Fine is celebrating its 55th anniversary on Roxbury Drive. The store has 8 locations in Southern California and has a wide network of contacts for additional distribution. The Company works with a range of suppliers for manufacturing and has internal creative resources



SIREN MARKETING

“service excellence, maximum results”

SIREN MARKETING

Siren is an agency focused on providing excellent service for clients in the areas of strategic alliances, business development, licensing and promotions.

Siren's success comes from shopping the marketplace, studying the trends and securing the opportunities that can be maximized at the retail and consumer levels.

Our strong network and emphasis on strategic alliances is a critical component in delivering phenomenal results to our clients.

Biography

GINA RAPHAEL

Siren Marketing was established by Gina Raphael eighteen years ago with the goal of helping clients develop and maximize their licensing and partnership portfolios.

Prior to establishing Siren Marketing, Ms. Raphael served as Vice President of Licensing for Universal Studios. While at Universal, she dramatically increased revenue for the consumer products business and established key licensee relationships. Prior to joining Universal Studios, she served as Director of Toys at The Walt Disney Company. Her approach to marketing has been one of category management and creating strategic partnerships between the licensor and the licensee as well as the retailer.

Ms. Raphael spent six years in packaged goods marketing working for The Quaker Oats Company and The Campbell Soup Company before entering the entertainment business. She holds an MBA from The University of Chicago Graduate School of Business and a BA in Art History from Wellesley College.



The agency provides a number of customized licensing strategy and execution services to meet your needs. Please find below some examples of the types of service we offer:

Services	Licensing	Promotions	Marketing
Build marketing, promotion, sponsorship and overall business development plans		✓	
Maintain and leverage for client base – relationships at key licensees and licensors Senior management Middle management	✓	✓	✓
Maintain broad range of industry relationships to leverage on clients behalf	✓	✓	✓
Provide on-going correspondence on client's behalf • Phone, fax, e-mail, on-site meetings	✓	✓	✓
Build long term strategic alliances	✓	✓	✓
Write pitch presentations	✓	✓	✓
Outline potential partners for specific programs	✓	✓	✓
Find partnerships that drive sales / Pitch potential partners	✓	✓	✓
In-depth knowledge of the entertainment industry with customized programs to maximize opportunities	✓	✓	✓
Provide on-going industry updates	✓	✓	✓
Outline competitive issues	✓	✓	✓



The agency provides a number of customized licensing strategy and execution services to meet your needs. Please find below some examples of the types of service we offer:

Services	Licensing	Promotions	Marketing
Make retail calls for client	✓	✓	✓
Negotiate & close deals	✓	✓	✓
Define strategies and marketing plans with revenue and cost projections	✓	✓	✓
Implement product placement programs with promotional overlays		✓	
Write business reviews and proposals	✓	✓	✓
Management of promotional contract negotiation from initiation through contract execution		✓	
Outline potential licensing opportunities	✓		
Brainstorm potential new categories to leverage	✓		
Arrange updates and business reviews as requested	✓	✓	✓
Undertake special projects as requested	✓	✓	✓
Participate in company marketing and sales meetings as requested	✓	✓	✓
Create and execute special events			✓
Write public relations releases and manage the PR process	✓	✓	✓

SIREN MARKETING

Contact Information

Office:

2934 ½ N. Beverly Glen Circle
#714
Los Angeles, CA 90077

telephone: (310) 285 0053

Cellular: (310) 963-3317

email: gina@sirenmarketing.com

ATTACHMENT 3



STAFF REPORT

Meeting Date: August 11, 2017
To: Branding and Licensing Committee
From: Shana Epstein, Director of Public Works
Arnetta Eason, Management Analyst
Subject: Infrastructure Investment Campaign
Attachments: 1. Program Logo Prototype

INTRODUCTION

This report is to provide information on a new outreach campaign, "Your Dollar\$ At Work." It is an infrastructure investment outreach campaign to regularly provide the community with information on where and how its tax dollars are being used as part of the Public Works Department's ongoing efforts to enhance the City's infrastructure. The campaign and its corresponding logo will be used to provide information about various aspects of the Department's operations and capital improvement projects, with the intent of creating brand awareness around the investments the City is continually making within the community.

DISCUSSION

The intent is for both residents and businesses to recognize the frequent and recurrent use of the campaign logo in various formats and mediums to make the connection that the various projects they observe, and may be impacted by, are positive investments back into the community and enhance its quality of life. As such, staff initially created a logo design to include seven of the most readily identifiable areas of the Department's operations (i.e. Water, Parking, Stormwater, Solid Waste, Wastewater, Streets, and Street Lighting).

COMMUNITY OUTREACH

This information was provided on July 24, 2017 at the Public Works Commission ("Commission") meeting. The Commission advised that the logo layout could be further simplified. Therefore, staff consolidated the several icons to address the Commission's comment.

Meeting Date: August 11, 2017

Attachment 1 highlights the progression of the logos:

Design A: Original design presented to the Commission for comment

Design B: Re-designed logo to highlight water/wastewater, infrastructure (streets and street lighting), and recycling

Staff intends to integrate Design B on a variety of outreach materials for this campaign, which will include notifications, posters, advertisements, and mailers that will be prominently displayed and/or distributed in areas where the City is conducting work within the community. Additionally, bumper stickers utilizing the logo will be affixed to Department vehicles.

FISCAL IMPACT

Costs for these above described communications and outreach efforts will be funded by each project's respective Capital Improvement Program (CIP) and/or operational budget.

RECOMMENDATION

Staff seeks approval from the Branding and Licensing Committee regarding the City's Infrastructure Investment Campaign.

 for

Shana Epstein
Approved By

A



YOUR DOLLARS AT WORK

PUBLIC WORKS DEPARTMENT








B



YOUR DOLLARS AT WORK

PUBLIC WORKS DEPARTMENT

Public Works CIP Programs

- | | |
|---|---|
|  | 1. Water |
|  | 2. Parking |
|  | 3. Stormwater |
|  | 4. Solid Waste |
|  | 5. Wastewater |
|  | 6. Infrastructure |
|  | 7. Infrastructure
– Street Lighting (Electrical) |

POSTERS



N. Santa Monica Boulevard Reconstruction Project

PROJECT IMPROVEMENTS

- New LED Street Lights
- Relocation and upgrade of traffic signals/fiber optics
- Installation of a Bio-Swale on the north side
- Landscaping on the south side



NEWSPAPER AD

We Are in Your Neighborhood

Here are the following projects in your area:

- New LED Street Lights
Sunset Blvd. Canon and Santa Monica Blvd.
- Relocation and upgrade of traffic signals/fiber optics
Olympic Blvd. and Beverly Drive
- Pavement Master Plan
Alden Drive: From Foothill Road to East City Limits
Oakhurst Drive: From Carmelita Ave to Cinthia St.
Alley west of Benedict Canon Drive starting at Lexington Road

We apologize for any inconvenience you may experience as a result of these important improvements. If you need assistance or have any questions, concerns or for more precise details regarding this matter, please contact Public Works Customer Service at (310) 285-2467.



BUMPER STICKER



YOUR DOLLARS AT WORK

PUBLIC WORKS DEPARTMENT

PROJECT CONSTRUCTION SIGN



N. Santa Monica Boulevard Reconstruction Project



THANK YOU FOR YOUR PATIENCE

ANTICIPATED COMPLETION: SUMMER 2018

CITY OF BEVERLY HILLS
345 Foothill Road, Beverly Hills, CA 90210
Public Works Customer Service (310) 285-2467

GENERAL CONTRACTOR:
Griffith Company

CONSTRUCTION MANAGER:
Berg & Associates, Inc.

CONTACTS AND INFORMATION:
SMBWd Helpline (424) 339-9033
Email: SMBLVD@beverlyhills.org
www.beverlyhills.org/future



LETTER HEADS



December 20, 2017

Application for Condominium Conversion
City and County Surveyor
Beverly Hills Public Works


Dear Sir,

In compliance with the California Subdivision Map Act, the San Francisco Subdivision Code, the San Francisco Subdivision Regulations, and all amendments thereto, I am, the undersigned subdivision

owner, hereby submit to you for your review and processing a proposed condominium subdivision of residential property, together with the Condominium Conversion Application and Check List and all applicable fees, fees, documents and data sheets heron

Respectfully,

345 Foothill Rd, Beverly Hills, CA 91335



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BUMPER STICKER



PROJECT CONSTRUCTION SIGN



N. Santa Monica Boulevard Reconstruction Project



THANK YOU FOR YOUR PATIENCE

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