



**Beverly Hills City Council Liaison /
Small Business Assistance Task Force 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
Municipal Gallery
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
<https://beverlyhills-org.zoom.us/my/committee>
Meeting ID: 516 191 2424
Passcode: 90210

You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)

One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)

Monday, June 16, 2025
9:00 AM

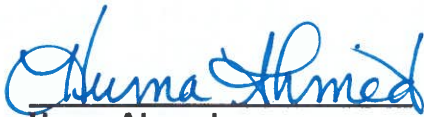
Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.

In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Small Business Assistance Task Force Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

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) Welcome, Introductions and Purpose of the Task Force
- 3) Overview of Now Beverly Hills Shop Local Program

- 4) Presentation on How Small Businesses Can Utilize AI
- 5) Southeast Beverly Hills Discussion
- 6) Information Sharing & Discussion by Small Business Task Force
 - a. Draft Portable Signage Ordinance
 - b. Current State of Customer Foot Traffic
 - c. Customer Visit Trends
 - d. Safety
- 7) Future Agenda Items Discussion
- 8) Adjournment



Huma Ahmed
City Clerk

Posted: June 11, 2025



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery is wheelchair accessible.

Attachment 1



Beverly Hills

PSM

COMMUNICATION ARTS

Social Identity

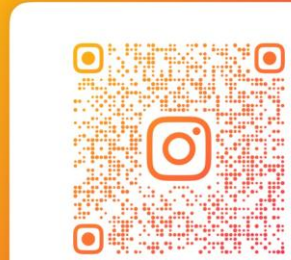
Our objective is to elevate NOW Beverly Hills' social media presence, increase organic reach, and attract new followers by enhancing our visual appeal and aesthetic. We will focus on generating authentic video content and encouraging user-generated posts to boost engagement. Above all, our goal is to spotlight the diverse businesses that enrich the Beverly Hills lifestyle and contribute to economic development through placemaking.



Beverly Hills

Social Promotion

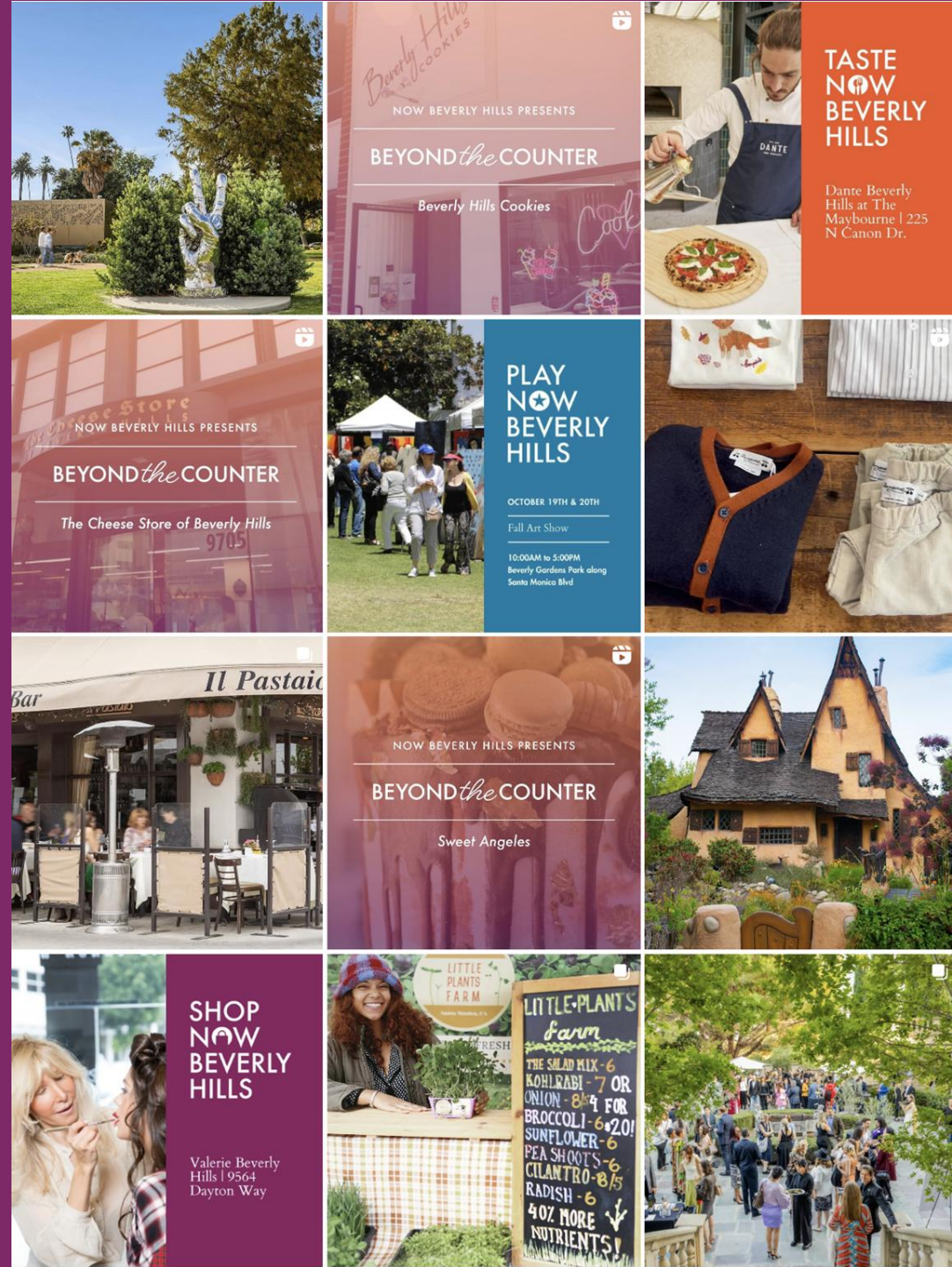
- Schedule a Content Shoot Day with Us (BTS on IG Stories, dedicated collab posts on IG Reels, etc.)
- Participate in one of Now BH's seasonal campaigns such as: Sip & Savor, Beyond the Counter, & more
- Social coverage at Ribbon Cutting/Grand Openings
- Cross Promotion on City & Chamber accounts for additional reach



@NOWBEVERLYHILLS



Beverly Hills



Social Campaign Examples & Objectives

BEYOND THE COUNTER

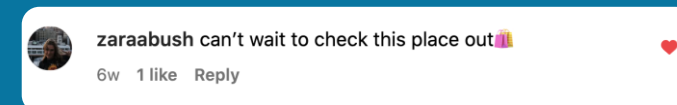
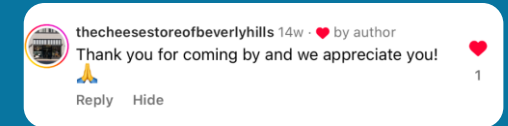
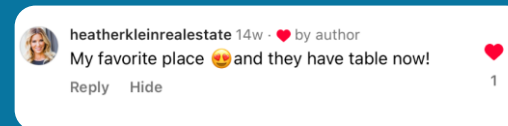
- Highlight the people behind beloved businesses through a storytelling series that builds community connection and puts a face to local shops and restaurants.

SHOP NOW

- Highlight local businesses—shops, spas, boutiques, seasonal goods, and treats—encouraging holiday shopping, aiming to drive foot traffic, support small business visibility, and encourage residents and visitors to shop local.

SIP & SAVOR

- To Celebrate the vibrant outdoor dining scene spotlighting local restaurants this spring and summer. The campaign aims to inspire al fresco dining while boosting awareness and foot traffic for participating businesses.



Contact Us

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Zara Otto: zotto@psmcommarts.com

Attachment 2

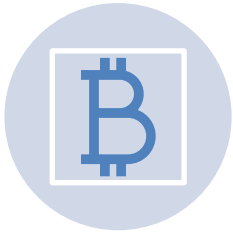


Empowering Entrepreneurs to Compete and Thrive with Artificial Intelligence

Presented by: Greg Stuart, President
Harmony Solutions International, LLC
June 16, 2025 | Beverly Hills City Hall

AI for Small Business Success

Why AI? Why Now?



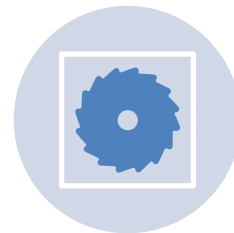
- 80% of small business owners plan to invest in AI by 2026



- Competitive pressure and rising costs are driving the shift



- AI isn't just for big tech— it's affordable and accessible



- Early adopters are gaining market share, cutting costs, and saving time



Simple AI Wins to Start Today



- Use ChatGPT to draft content, emails, contracts



- Automate appointment booking with Calendly & chatbots



- Let QuickBooks auto-categorize expenses using AI



- Generate social media posts with Canva's Magic Write



AI in Operations



- Automate repetitive admin tasks (e.g., invoice processing)



- Streamline inventory and supply chain forecasting



- Use AI to predict sales trends and manage cash flow



- Improve scheduling, logistics, and team communication



AI in Marketing & Sales



- Personalize customer outreach using CRM AI tools



- Run better ad campaigns with predictive targeting



- Analyze web traffic and behavior to improve conversion



- Let AI write subject lines, blog posts, or product descriptions



AI in Customer Service



- Use chatbots for 24/7 service & appointment scheduling



- Automatically respond to common FAQs



- Triage support tickets using sentiment analysis



- Translate communication for multilingual customers

Upskilling for AI – What You and Your Team Need to Know

- AI won't replace people—it will elevate those who use it well

- Free tools to learn: Google AI, Coursera, Khan Academy, OpenAI tutorials

- Identify one task each employee can automate or augment with AI

- Consider appointing an internal 'AI Champion' for your business

Tools to Explore in 2025



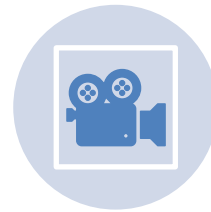
- ChatGPT – content, emails, and research



- Zapier – connects apps and automates workflows



- Otter.ai – meeting transcription and summaries



- Pictory – AI video creation from scripts or blogs



- ElevenLabs – create custom voiceovers for branding

Mistakes to Avoid

- Waiting too long to experiment with AI

- Using AI without verifying the output

- Failing to train your team on new tools

- Thinking AI is too complex or expensive—it's not

A Glimpse Ahead – What Smart Businesses Will Look Like by 2030

- • Use AI to deliver hyper-personalized experiences
- • Predict and respond to customer needs before they arise
- • Automate 30-50% of repetitive tasks
- • Grow without growing headcount



Final Thought & Q&A

- “AI won't replace small businesses—but small businesses that use AI will replace those that don't.”
- Start small. Experiment. Learn. Grow.
-  greg@harmonypps.com
-  805-630-6350
-  www.harmonypps.com

