

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
MONDAY, MAY 5, 2014
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM – COUNCIL CHAMBERS
625 N. SAN VICENTE BOULEVARD**

The City Council convened a Joint Session with the Transportation Commission to discuss mobility improvement options and considerations in the city: **6:00 p.m.**

The City Council recessed and reconvened inside council chambers to conduct the regular City Council meeting: **7:40 p.m.**

7:30 P.M. - REGULAR MEETING

CALL TO ORDER: Mayor D'Amico called the meeting to order at 7:55 p.m.

PLEDGE OF ALLEGIANCE: David Eichman led the Pledge of Allegiance.

ROLL CALL:

PRESENT: **Councilmember Duran, Councilmember Land,
Councilmember Prang, Mayor Pro Tempore Heilman and
Mayor D'Amico**

ABSENT: **None**

ALSO PRESENT: **City Manager Arevalo, City Attorney Jenkins, City Clerk
Quarker, and Administrative Specialist Gonzalez**

APPROVAL OF AGENDA:

Councilmember Land asked that Items 4.A., 5.A., and 6.B. be moved to the Consent Calendar as Items 2.R., 2.S. and 2.U.

Councilmember Duran asked that item 6.A. be moved to the consent calendar as item 2.T.

Mayor Pro Tempore Heilman spoke regarding an Urgency Item that was submitted to the City Clerk's office and provided to City Council. He stated that the Urgency Item is requesting that Council adopt a Resolution opposing the designation of 8150 Sunset Blvd., Los Angeles, CA as an Environmental Leadership Development Project (ELDP) and. He asked that it be added to the Agenda as New Business Item 5.F.

Motion by Mayor Pro Tempore Heilman to add the Urgency Item to the May 5, 2014 Agenda as Item 5.F., seconded by Mayor Pro Tempore D'Amico, and approved.

City Clerk Quarker reported that Staff requested that Item 2.M. be tabled, and brought back to a future meeting.

Motion by Councilmember Prang to approve the May 5, 2014 Agenda as amended, seconded by Councilmember Land, and approved.

ADJOURNMENT MOTIONS:

Councilmember Land requested that the meeting be adjourned in memory of Alla Stolyarsky, the wife of Yefim Stolyarsky.

Councilmember Prang requested that the meeting be adjourned in memory of the following soldiers who died in Afghanistan since the last City Council meeting: Sergeant Shawn M. Farrell II, 24 and Private 1st Class Christian J. Chandler, 20.

PRESENTATIONS:

Mayor D'Amico presented a proclamation to members of the Historic Preservation Commission in honor of Historic Preservation Month.

1. PUBLIC COMMENT:

MARK LEHMAN, WEST HOLLYWOOD, spoke in support of item 2.H.

MAURICE PILOSOF, WEST HOLLYWOOD, spoke regarding Item 2.I. and expressed concerns with the temporary closure of the West Hollywood pool.

TODD WILLIAMSON, WEST HOLLYWOOD, spoke in support of item 2.H.

YAWAR CHARLIE, WEST HOLLYWOOD, spoke in support item 2.H.

RUTH TITTLE, WEST HOLLYWOOD, spoke in support of item 2.H.

JASON KENNEDY, WEST HOLLYWOOD, spoke in support of item 2.H. and spoke regarding the technology and design process.

CHRISTOPHER RICE, WEST HOLLYWOOD, spoke in support of the Urgency Item (5.F.).

YOLA DORE, WEST HOLLYWOOD, spoke about equality and diversity. She also expressed concerns regarding the city's transportation and transit system.

GENEVIEVE MORRILL, REPRESENTING THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke regarding the new campaign; Eat, Shop, Play WEHO.

STEPHANIE HARKER, WEST HOLLYWOOD, spoke regarding a recent Laurel Park sub-committee meeting she attended.

COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:

Councilmember Land spoke regarding the pool closure and asked the City Manager to ensure that the signage at the Pool provides an explanation to residents regarding why the pool will be temporarily closed. She spoke regarding the recent press conference held regarding the abduction of Nigeria school girls, and thanked everyone involved in putting it together and her colleagues for attending in her absence. She spoke regarding upcoming events, including Victory in Europe Day, scheduled for May 10, 2014; the Russian Community Awards, scheduled for May 14, 2014; the Russian Festival scheduled for May 18, 2014. She spoke in support of public comment surrounding the City of Beverly Hills taking a stand against laws in Brunei that allow stoning of LGBT individuals and the flogging of women who have an abortion.

Councilmember Duran spoke regarding Item 2.I. and asked the City Manager to provide an explanation as to why the pool needs to be re-plastered at this time. Councilmember Duran spoke regarding the upcoming Public Safety Awards, scheduled for May 12, 2014 and the Senior Awards, scheduled for May 7, 2014. He spoke regarding the Joint Session with the Transportation Commission that was held before the Council meeting to discuss and develop a plan to handle traffic issues in the City. He spoke in support of Item 2.H. and thanked those that provided public comment regarding the Item. He spoke regarding the upcoming Town Hall meeting scheduled for May 7, 2014, "Tina & Gina, Killing Me Softly" which is a discussion on the discuss the abuse and dangers of the drugs Crystal Meth and GHB.

Mayor Pro Tempore Heilman spoke regarding the recent press conference held regarding the abduction of Nigeria school girls, and thanked Transportation Commissioner Lindsey Horvath for helping to bring the issue to the forefront. He also thanked Councilmember Duran for his attendance. He spoke regarding Item 4.A. and requested that Staff clarify with the consultant whether the Item relates to the entire West Hollywood West area, or only the area where the moratorium is now in effect. He spoke regarding Item 2.I. and requested that Staff ensure that pool maintenance is performed during non-peak periods.

Mayor D'Amico spoke regarding the upcoming Open House event for 1343 Laurel, scheduled for May 17, 2014. Mayor D'Amico disclosed that individuals associated with Items 2.H., 4.A., and Urgency Item (5.F.), have contributed to his Campaign.

CITY MANAGER'S REPORT:

City Manager Arevalo provided an update on the proposed development at the MTA Site, and reported on an upcoming meeting with the L.A. County Board of Supervisors to consider an agreement with a Developer for the MTA and Sheriff's Station Sites. City Manager Arevalo clarified that the City still maintains all rights for approval for uses beyond government use and stated that he will update the Council accordingly. He provided clarification on Item 2.I. and stated that the City must re-plaster the pool because it will not pass inspection if it continues in its current condition. He reported

that Staff understands that there is no “good” time to close the pool, so Staff tried to schedule the re-plastering during the normal closure during Pride Month. He reported that Staff will revise the notice at the pool to provide a full explanation of the temporary closure, and post information on the website as well. He further stated that Staff sent notices to the 5,000 ActiveNet users regarding the closure as well.

FISCAL IMPACT ON CONSENT CALENDAR:

City Clerk Quarker stated that the fiscal impact on the Consent Calendar is \$1,164,470 in expenditures, \$4,296 in potential loss revenue, and (\$1,945) in waived fees.

Councilmember Duran noted his abstention on Item 2.P., due to his role on the Board of Directors of the Gay Men’s Chorus.

2. CONSENT CALENDAR:

ACTION: Approve the Consent Calendar, 2.A.,B.,C.,D.,E.,F.,G.,H.,I.,J.,K.,L.,M.,N.,O.,P.,Q.,R.,S.,T.,U. **Motion by Councilmember Land seconded by Councilmember Duran and approved.**

2.A. POSTING OF AGENDA:

SUBJECT: The agenda for the meeting of Monday, May 5, 2014 was posted at City Hall, Plummer Park, the Sheriff’s Station and at the West Hollywood Library on Thursday, May 1, 2014.

ACTION: Receive and file. **Approved as part of the Consent Calendar.**

2.B. APPROVAL OF MINUTES:

SUBJECT: The City Council is requested to approve the minutes of the prior Council meeting.

ACTION: Approve the minutes of April 21, 2014. **Approved as part of the Consent Calendar.**

2.C. DEMAND REGISTER NO. 743, RESOLUTION NO. 14-4553:

SUBJECT: The City Council is requested to approve payment of bills due as presented by the Director of Finance.

ACTION: Approve Demand Register No. 743 and adopt Resolution No. 14-4553, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 743”. **Approved as part of the Consent Calendar.**

2.D. CLAIMS ADMINISTRATION:

SUBJECT: The City Council is asked to deny Claims filed against the City, as a routine administrative step in claims processing.

ACTION: Deny the claims of Charles Paul, Douglas Baily, Tam Nguyen, Kenneth Smoke, State Farm (William Geimer) and Dimitry Giranovsky

and refer them to the City's claims adjuster. **Approved as part of the Consent Calendar.**

2.E. COMMISSION AND ADVISORY BOARD ACTION REPORTS:

SUBJECT: The City Council will receive reports from the Arts and Cultural Affairs Commission, Public Safety Commission and the Russian Advisory Board on actions taken at their recent meetings.

ACTION: Receive and file. **Approved as part of the Consent Calendar.**

2.F. ATTENDANCE REPORTS FOR CITY COMMISSIONS AND ADVISORY BOARDS [Y. QUARKER]:

SUBJECT: The City Council will receive the attendance reports for City Commission, and Advisory Board meetings convened between February 2013 – February 2014.

ACTION: Receive and file the attendance reports. **Approved as part of the Consent Calendar.**

2.G. RESOLUTION REGARDING REVISIONS TO THE CITY'S EXISTING POLICY FOR DISTRIBUTION OF TICKETS AND PASSES [M. JENKINS, Y. QUARKER]:

SUBJECT: The City Council will consider adopting a resolution that revises the City's existing policy for the distribution of complimentary tickets and passes provided to the City for use by City officials and employees to conform to recent changes to FPPC regulations.

ACTION: Adopt Resolution 14-4554 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD REVISING THE POLICY FOR THE DISTRIBUTION OF TICKETS AND PASSES RECEIVED BY THE CITY OF WEST HOLLYWOOD". **Approved as part of the Consent Calendar.**

2.H. WEST HOLLYWOOD PARK MASTER PLAN PHASE II IMPLEMENTATION PROJECT – MEMORANDUM OF UNDERSTANDING WITH THE FOUNDATION FOR A NATIONAL AIDS MONUMENT [P. AREVALO, S. BAXTER, J. HUFFER, F. CONTRERAS]:

SUBJECT: The City Council will consider approving a Memorandum of Understanding ("MOU") between the City and The Foundation for a National AIDS Monument ("FAM"). City and FAM desire to enter into this MOU to collaborate on the development and construction of the Monument as a component of the West Hollywood Park Master Plan Phase II Implementation Project ("Project") and establish who will own, insure and maintain the completed Monument.

ACTION: Approve the MOU between the City and FAM and authorize the City Manager to execute all necessary documents related to the MOU as part of this item, and any minor modifications to that agreement. (Attachment A) **Approved as part of the Consent Calendar.**

2.I. AWARD OF CONTRACT FOR THE WEST HOLLYWOOD PARK POOL REPLASTER PROJECT, C.I.P. 55-13/14-05 [E. SAVAGE, O. WALKER, O. DELGADO, S. CAMPBELL, H. COLLINS]:

SUBJECT: The City Council will consider approving an Agreement with California Commercial Pools, Inc. for the West Hollywood Park Pool Replaster Project, C.I.P. 55-13/14-05.

ACTIONS: 1) Accept the bid dated April 21, 2014 and approve an Agreement with California Commercial Pools, Inc. for the West Hollywood Park Pool Replaster Project, C.I.P. 55-13/14-05, in the amount of \$98,905 plus a 15% contingency of \$14,835.75, for unforeseen work, for a total of \$113,740.75; 2) Authorize the City Manager to execute an Agreement with California Commercial Pools, Inc. for the West Hollywood Park Pool Replaster Project, C.I.P. 55-13/14-05; and 3) Approve Resolution 14-4555, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE DESIGN AND PLANS FOR THE WEST HOLLYWOOD PARK POOL REPLASTER PROJECT, CIP 55-13/14-05, PURSUANT TO GOVERNMENT CODE SECTION 830.6 AND ESTABLISHING A PROJECT PAYMENT ACCOUNT." **Approved as part of the Consent Calendar.**

2.J. APPROVE AN AGREEMENT FOR SERVICES WITH CONVENTIONS, SPORTS, AND LEISURE INTERNATIONAL (CSL) TO PERFORM AN ECONOMIC IMPACT ANALYSIS OF THE CITY'S SPECIAL EVENTS [D. WILSON, J. LEONARD]:

SUBJECT: The City Council will consider approving an agreement for services with Conventions, Sports, and Leisure International (CSL) to perform an economic impact analysis of the City's special events, as well as a social media analysis and analysis of intangible benefits of the special events.

ACTIONS: 1) Approve an Agreement for Services in a not-to-exceed amount of \$98,000 with Conventions, Sports, and Leisure International (CSL) to perform an economic impact analysis of City special events; and 2) Authorize the City Manager to execute all necessary documents related to the Agreement for Services. **Approved as part of the Consent Calendar.**

2.K. AUTHORIZATION TO AMEND A PROFESSIONAL SERVICES AGREEMENT WITH JOHN L HUNTER ASSOCIATES FOR AS-NEEDED ASSISTANCE WITH IMPLEMENTATION OF PROGRAMS FOR COMPLIANCE WITH THE NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) PERMIT [O. DELGADO, S. PERLSTEIN]:

SUBJECT: The City Council will consider approving an amendment to the professional service agreement with John L Hunter Associates to increase the budget and contract term for as-needed traffic engineering services.

ACTION: 1) Approve Amendment No. 1 to the professional services Agreement with John Hunter Associates increasing the amount of the Agreement by \$130,000, to a total of \$171,250, for as-needed assistance with implementation of programs for compliance with the National Pollutant Discharge Elimination System (NPDES) Permit, and authorize the City Manager to sign the agreement; and 2) Authorize the City Manager to sign and execute all necessary documents related to Amendment No. 1 to the Agreement. **Approved as part of the Consent Calendar.**

2.L. MILLS ACT CONTRACT FOR 1424 NORTH CRESCENT HEIGHTS BOULEVARD, UNIT 24 (THE GRANVILLE TOWERS) [S. DEWOLFE, J. KEHO, D. DEGRAZIA, E. STADNICKI, S. CISNEROS]:

SUBJECT: The City Council will consider approving a Mills Act Contract with the owner of unit 24 of 1424 North Crescent Heights Boulevard (The Granville Towers), a designated Cultural Resource of the City of West Hollywood.

ACTION: Staff recommends that the City Council approve a Mills Act Contract between the City of West Hollywood and Robert Brinkmann, the owner of unit 24 of the property located at 1424 North Crescent Heights Boulevard, and authorize the City Manager to sign the agreement. **Approved as part of the Consent Calendar.**

2.M. WEST HOLLYWOOD GENERAL PLAN 2035 ANNUAL PROGRESS REPORT [S. DEWOLFE, M. ANTOL, B. SIGEL, M. SAMUELSON]:

SUBJECT: The City Council will receive the General Plan Annual Progress Report, summarizing implementation progress made in the last year.

ACTION: Staff recommends that the City Council receive and file a report regarding the implementation status of the General Plan and Climate Action Plan. **This Item was TABLED.**

2.N. ADVANCEMENT OF THE ART AND ARTIST SELECTION PROCESS FOR THE CIVIC ART COMPONENT OF THE WEST HOLLYWOOD PARK PHASE II IMPLEMENTATION: CASE STATEMENT APPROVAL [P. AREVALO, M. LOUIE, A. CAMPBELL]:

SUBJECT: The City Council will review recommendations of the Art Process Team for the West Hollywood Phase II Implementation civic art project including the Civic Art Case Statement outlining the goals and parameters of the public art; recommended locations for the artwork(s); and the use of the "single artist" selection process.

ACTIONS: 1) Approve Civic Art Case Statement outlining the goals, parameters, and potential locations of the civic art; and 2) Approve recommendation for the Art Process Team to select an artist or artists to begin design concept development in conjunction with project architect and design team, public art consultant, Urban Art Subcommittee and City staff. **Approved as part of the Consent Calendar.**

- 2.O. CO-SPONSORSHIP OF AN EVENT WITH THE JUNE MAZER LESBIAN ARCHIVES FEATURING COLONEL MARGARETHE CAMMERMEYER AND SCREENING OF THE FILM “SERVING IN SILENCE: THE MARGARETHE CAMMERMEYER STORY” [E. SAVAGE, D. GIUGNI]:**
SUBJECT: The City Council will consider authorizing Social Services, in conjunction with the June Mazer Lesbian Archives, to present Col. Margarethe Cammermeyer in conversation, followed by a screening of the film “Serving in Silence: The Margarethe Cammermeyer Story” on Saturday, May 17, from 3 pm to 9 pm, at the West Hollywood Park Auditorium.
ACTIONS: 1) Approve coordination of the event featuring Col. Margarethe Cammermeyer and the screening of “Serving in Silence: The Margarethe Cammermeyer Story”; and 2) Approve waiver of parking fees in the five-story parking garage for event attendees. **Approved as part of the Consent Calendar.**
- 2.P. GAY MEN’S CHORUS OF LOS ANGELES SCREENINGS [J. D’AMICO, M. REX]:**
SUBJECT: The City Council will consider allowing the Gay Men’s Chorus of Los Angeles to utilize the West Hollywood City Council Chambers three (3) times per calendar year for private educational screenings open to GMCLA Chorus members and support staff only.
ACTIONS: 1) Approve the use of the West Hollywood City Council Chambers three (3) times per calendar year for private educational screenings open to GMCLA Chorus members and support staff only and a waiver of event permits, parking validations and associated fees; and 2) Authorize the City Manager to sign all required documents relating to this item. **Approved as part of the Consent Calendar, noting Councilmember Duran’s abstention.**
- 2.Q. FIFTH LA VEGAN BEER & FOOD FEST STREET CLOSURE REQUEST [E. SAVAGE, C. SMITH, B. SMITH]:**
SUBJECT: The City Council will consider the street closure request associated with the Fifth LA Vegan Beer & Food Fest Benefitting K9 Connection.
ACTION: Approve the closure of Hammond between Sunset Boulevard and Harratt Street on Saturday, May 17, 2014 from 6:00am to 10:00pm for event set up. Allow local access. **Approved as part of the Consent Calendar.**
- 2.R. (4.A.) AGREEMENT FOR SERVICES WITH SWA TO DEVELOP A NEIGHBORHOOD CONSERVATION OVERLAY ZONE AND DESIGN GUIDELINES FOR THE WEST HOLLYWOOD WEST NEIGHBORHOOD [S. DEWOLFE, J. KEHO, D. DEGRAZIA, S. REICH]:**

SUBJECT: The City Council will consider the approval of an Agreement for Services with SWA to develop a Neighborhood Conservation Overlay Zone and Design Guidelines for the West Hollywood West Neighborhood.

ACTIONS: 1) Approve an Agreement for Services with SWA in the amount of \$126,266, for development of a neighborhood conservation overlay zone and design guidelines for the West Hollywood West Neighborhood; 2) Authorize the Assistant Director for the Community Development Department to execute change orders to the Agreement for Services in an amount not-to-exceed 10% of the total contract amount, which is equal to a \$12,267 contingency; 3) Authorize the Director of Finance and Technology Services to allocate \$157,893 from unallocated General Fund Reserves for costs related to this item; including \$138,893 to account number 100-3-07-71-531019 (New Initiatives) for the Agreement for Service and contingency, and \$19,000 to account number 100-3-07-71-522015 (Planning Notice Mailing) for costs associated with public noticing; and 4) Authorize the City Manager to sign and execute all necessary documents related to the Agreement for Services. **Approved as part of the Consent Calendar.**

2.S. (5.A.) GRANT APPLICATION FOR THE CALIFORNIA DEPARTMENT OF TRANSPORTATION ACTIVE TRANSPORTATION GRANT PROGRAM [S. DEWOLFE, M. ANTOL, B. SIEGL]:

SUBJECT: The City Council will consider authorizing and directing City staff to apply for funding in the amount of \$5,796,300 from the California Department of Transportation Active Transportation (ATP) Grant Program to fund construction of improvements on Melrose Avenue that were approved by Council as part of the West Hollywood Design District Streetscape Master Plan.

ACTIONS: 1) Adopt Resolution 14-4556: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AUTHORIZING THE CITY MANAGER TO EXECUTE AGREEMENTS WITH THE CALIFORNIA DEPARTMENT OF TRANSPORTATION FOR THE MELROSE AVENUE DESIGN DISTRICT STREETScape PROJECT." (Attachment A); 2) Upon award of the grant, authorize the Director of Finance and Technology Services to increase budgeted revenue and expenditures in the Grant Fund, by the amount of the award; 3) Upon award of the grant, authorize the Director of Finance and Technology Services to authorize allocate \$644,836 from unallocated General Fund reserves to an account to be determined, at that time, to fund the City match for the grant; and 4) Authorize the City Manager to execute all necessary documents related to the grant. **Approved as part of the Consent Calendar.**

2.T. (6.A.) AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE BUSINESS LICENSE ORDINANCE PERTAINING TO PEDDLING FOOD FROM THE PUBLIC RIGHT-OF-WAY AND

AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE [O. DELGADO, J. AUBEL]:

SUBJECT: In response to a court ruling finding vague the phrase "conduct business or operate" in the City's mobile food vendor regulations, the City Council will consider amending Sections 5.92.010 and 5.92.050 of Title 5, Chapter 5.92 of the West Hollywood Municipal Code to clarify the regulations.

ACTION: Staff recommends that the City Council introduce on first reading Ordinance No. 14-936, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE BUSINESS LICENSE ORDINANCE PERTAINING TO PEDDLING FOOD FROM THE PUBLIC RIGHT-OF-WAY AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE". **Approved as part of the Consent Calendar.**

2.U. (6.B.) AMENDMENT TO PARKING CODE TO TRACK ON-STREET AND OFF-STREET METER CITATIONS [O. DELGADO, J. ROCCO, D. NORTE]:

SUBJECT: The City Council will consider revising the City's parking code to distinguish between enforcement of on-street and off-street parking meter spaces.

ACTIONS: 1) Introduce for first reading, Ordinance No. 14-937, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER 10.07 SECTION 10.07.320 OF THE PARKING CODE AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE"; and 2) Adopt Resolution No. 14-4557, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE MASTER FEE RESOLUTION (RESOLUTION NO. 13-4459) BY ADDING SEPARATE PARKING CODE SECTIONS FOR ON-STREET AND OFF-STREET PARKING METER VIOLATIONS". **Approved as part of the Consent Calendar.**

3. PUBLIC HEARINGS: None

4. UNFINISHED BUSINESS:

4.A. AGREEMENT FOR SERVICES WITH SWA TO DEVELOP A NEIGHBORHOOD CONSERVATION OVERLAY ZONE AND DESIGN GUIDELINES FOR THE WEST HOLLYWOOD WEST NEIGHBORHOOD [S. DEWOLFE, J. KEHO, D. DEGRAZIA, S. REICH]:

SUBJECT: The City Council will consider the approval of an Agreement for Services with SWA to develop a Neighborhood Conservation Overlay Zone and Design Guidelines for the West Hollywood West Neighborhood.

ACTIONS: This Item was moved to the Consent Calendar.

4.B. COMMUNITY LITERARY EVENT [P. AREVALO, M. LOUIE, A. CAMPBELL]:

SUBJECT: *The City Council will consider approving plans for a community literary event to celebrate reading and literature to take place Saturday, September 27, 2014.*

Andrew Campbell, Arts and Cultural Affairs Administrator, provided background information as outlined in the staff report dated May 5, 2014.

The following people did not wish to speak, but expressed their support for the Item: STEPHANIE HARKER, CATHY BLAIVAS, PAT DIXON, and VIRGINIA GILLICK.

Mayor Pro Tempore Heilman spoke regarding the lack of local businesses on the proposed Programming Committee and requested that Book Soup be added to this list. He spoke in opposition to having WEHO Writes as an element of the event, as it was not successful in the past. He spoke in support of WEHO Reads as an element of the event, but requested that it not be the primary focus of the event, as the City would not want event attendance to depend on the book and author selected.

ACTION: Approve direction for a community literary event in conjunction with WeHo Reads 2014 and related arts and cultural events and activities.
Motion by Councilmember Duran, seconded by Councilmember Land and approved.

5. NEW BUSINESS:

5.A. GRANT APPLICATION FOR THE CALIFORNIA DEPARTMENT OF TRANSPORTATION ACTIVE TRANSPORTATION GRANT PROGRAM [S. DEWOLFE, M. ANTOL, B. SIEGL]:

SUBJECT: The City Council will consider authorizing and directing City staff to apply for funding in the amount of \$5,796,300 from the California Department of Transportation Active Transportation (ATP) Grant Program to fund construction of improvements on Melrose Avenue that were approved by Council as part of the West Hollywood Design District Streetscape Master Plan.

The following people did not wish to speak, but expressed their support for the Item: KEVIN BURTON

ACTIONS: This Item was moved to the Consent Calendar.

5.B. USE OF CITY TRADEMARKED LOGO FOR COMMERCIAL PURPOSES [P. AREVALO, D. WILSON, J. LEONARD]:

SUBJECT: The City Council will discuss and provide direction to staff on the use of the City's trademarked logo for commercial purposes.

John Leonard, Senior Management Specialist provided background information as outlined in the staff report dated May 5, 2014.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in opposition of the item.

LARRY BLOCK, WEST HOLLYWOOD, spoke in support of the item.

Councilmember Prang spoke in opposition to the proposed recommendations. He spoke in support of possibly having individual agreements upon request and stated that he's not sure if an RFP is warranted. He spoke in support of the City developing a list of Items that the logo could be used for. He spoke in support of the City purchasing flags with the City's logo and providing them to individuals during Pride events.

Councilmember Land spoke in support of providing flags to visitors during Pride events. She spoke in opposition to the use of the City's logo for commercial purposes.

Councilmember Duran spoke in opposition to the use of the City's Logo for commercial purposes and spoke in support of Recommendation C.

Mayor Pro Tempore Heilman spoke in support of the City utilizing the logo for promotional Items, but spoke in opposition to the Logo being commercialized by vendors.

ACTIONS: 1) Adopt a policy stating the City logo shall not be used for commercial purposes; and 2) Give direction to the City Manager to purchase flags to be given to visitors during the 2014 LA Pride Events.
Motion by Councilmember Land, seconded by Councilmember Duran and approved

- 5.C. LA PRIDE CHRISTOPHER STREET WEST'S 44th ANNUAL LESBIAN, GAY, BISEXUAL, AND TRANSGENDER PRIDE CELEBRATION AND PARADE IN WEST HOLLYWOOD [E. SAVAGE, C. SMITH, B. SMITH]:**
SUBJECT: The City Council will consider requests from Christopher Street West for the 2014 LA PRIDE Celebration (Lesbian, Gay, Bisexual and Transgender LA Pride Celebration) Events scheduled for Wednesday, June 4, Friday, June 6, Saturday, June 7, and Sunday, June 8, 2014.

Elizabeth Savage, Director of Rent Stabilization and Housing provided background information as outlined in the staff report dated May 5, 2014.

Councilmember Duran asked for clarification regarding the decision to discontinue the live broadcast of the parade.

Jeff Consoletti, representing Christopher Street West (CSW) as the Producer of the L.A. Pride events, spoke regarding the change to the broadcast element of the event. He spoke regarding the event and parade being filmed with snippets shown throughout the year and eventually used as a digital platform to gain a wider audience.

Councilmember Duran expressed concern with the lack of communication regarding this decision between CSW and the City Council Subcommittee. He expressed concern that the parade will not be broadcast live to residents as it has been done throughout the years. He spoke in support of Council and Staff exploring ways to continue to have a live broadcast of the parade.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in opposition to alcohol being served at the kick-off event.

Mayor D'Amico reported that the Mayor's event will be changed this year as well. He spoke in support of the suggestion by CSW to hold a more inclusive community type event.

Councilmember Land spoke in support of the new Mayor's event and expressed that it will allow more community participation. She spoke regarding the decision not to broadcast the parade and requested clarification from staff as to how many people actually watch the parade live.

Councilmember Duran expressed his concern that West Hollywood has a minimized presence on the L.A. Pride website as well as the promotional materials for the event, and feels that the partnership with CSW has changed.

Mayor Pro Tempore Heilman spoke in support of increasing the reference to West Hollywood on the website and promotional materials. He requested clarification from CSW regarding what type of broadcast they are proposing and spoke in support of broadcasting live this year, as well as discussing ways to document the event to be shown later.

Mayor D'Amico spoke in support of a live broadcast of the parade and in support of Council approving additional funding to ensure that this continues. He expressed concern with West Hollywood not being showcased as a sponsor on the L.A. Pride website and that the City seems to be reaping fewer benefits. He spoke in support of West Hollywood being displayed prominently as a sponsor of the event and placed on all promotional materials

Councilmember Prang spoke about the CSW website and stated that although West Hollywood is represented, the references could be bolder and the City should be acknowledged as a major sponsor. He spoke in support of continuing the live broadcast and authorizing Council to approve additional funding for this element.

Councilmember Land expressed concern that the broadcasting change was not presented to the Council sub-committee and asked that CSW remember to include their partners when discussing these types of changes. She spoke in support of continuing the live broadcast, but expressed concern with putting a burden on staff to contract with a vendor to broadcast the event on such short notice.

City Manager Arevalo asked representatives from CSW if they would be able to continue the live broadcasting if the Council approves additional funding..

Jeff Consoletti, spoke briefly about the change to the broadcasting element of the event and stated that the change was born out of Council's requests to CSW, to be more creative and innovative in promoting the event. He stated that if Council approves additional funding, CSW would be able to provide live broadcasting as it has in the past.

Mayor Land requested that Staff begin discussions immediately after this year's event regarding the use of new technology for the coming year.

Councilmember Duran spoke in support of Council having a broader discussion of what it wants Pride for the City, its residents and its businesses.

ACTIONS: 1) Authorize the City Manager to negotiate a permit to use City property for the 2014 Lesbian, Gay, Bisexual, and Transgender Pride Celebration in West Hollywood; 2) Approve the use of the West Hollywood Library Auto Court and El Tovar Place for the Community Pride Kick-Off Celebration on Tuesday, June 3rd at 10:00 a.m. to Thursday, June 5, 2014 at 2:00 a.m.; 3) Authorize LA PRIDE /Christopher Street West to sell beer, wine and spirits at the co-sponsored Community Pride Kick-Off Celebration on Wednesday, June 4th at the West Hollywood El Tovar Parking Lot; 4) Approve the use of West Hollywood Park and City property with fee waivers in the amount of \$141,429.05, for the 2014 Lesbian, Gay, Bisexual, and Transgender LA Pride event; 5) Approve Lavender Menace/Dyke March from 5:00 p.m. to 12:00 a.m. Friday, June 6, 2014; 6) Approve rolling street closures for the Dyke March to take place along Santa Monica Boulevard in the eastbound lanes from Doheny to West Knoll Drive and return in the westbound lanes to San Vicente Boulevard on Friday, June 6, 2014 from 7:30 p.m. to 9:30 p.m. with a

rolling closure to begin at approximately 8:00 p.m.; 7) Approve LA PRIDE Festival Hours: a) Saturday, June 7, 2014 12:00 p.m. to 12:00 a.m. for general festival area with an extension until 1:00 a.m. for the festival VIP area; b) Sunday, June 8, 2014 11:00 a.m. to 11:00 p.m. for general festival area; 8) Approve street closure and the use of Santa Monica Boulevard for the LA PRIDE Parade on Sunday, June 8, 2014 from 6:00 a.m. to 5:00 p.m.; and 9) Authorize the Director of Finance and Technology Services to allocate \$5,000 from unallocated General Fund Reserves to account number 100-3-05-52-535013 (Special Event Programming), to fund one-half of the Community Pride Kick-Off Celebration. **Motion by Councilmember Land, seconded by Mayor Pro Tempore Heilman and approved with additional direction to: 1) approve funding to continue the live broadcast of the parade; 2) Give the City Manager the approval to sign the necessary contracts for the broadcasting of the event; and 3) Direct staff to work with L.A. Pride to ensure that West Hollywood is more prominent on the website and on all promotional materials.**

5.D. DEVELOPMENT OF AN ENGAGEMENT STRATEGY TO BRING METRORAIL SERVICES TO WEST HOLLYWOOD [J. HEILMAN, F. SOLOMON, J. PRANG, M. HAIBACH]:

SUBJECT: The City Council will consider approving the development of an engagement strategy to bring Metrorail services to West Hollywood.

Mayor Pro Tempore Heilman provided background information as outlined in the staff report dated May 5, 2014.

COLE ETTMAN, WEST HOLLYWOOD, spoke in support of the item.

The following people did not wish to speak, but expressed their support for the Item: KEVIN BURTON and VIRGINIA GILLICK.

Councilmember Duran spoke regarding the Item and stated that the idea should be expanded to include more than just contracting with a Lobbyist. He spoke regarding the issues with bringing a metro line to West Hollywood when the borders are shared with Beverly Hills, who is opposed to the idea. He spoke in support of hiring a Lobbyist, but suggested that they think more broadly in developing a strategy concerning this issue.

Mayor Pro Tempore Heilman clarified that the Item recommends lobbying at the State and Federal level. He spoke regarding lobbyists in the San Gabriel Valley being very successful and spoke in support of West Hollywood making alliances to ensure that we get the services we need as well.

Mayor D'Amico spoke regarding his past as a Federal Lobbyist and the politics involved with these types of decisions. He spoke in support of Mayor Pro Tempore Heilman requesting a letter of support from the Westside Cities Council of Governments for the expansion of the Pink Line, which would also benefit the City.

ACTIONS: 1) Direct the City Manager to contract with a lobbyist to develop and direct a comprehensive lobbying and advocacy strategy to bring subway service (light or heavy rail) to West Hollywood; 2) Direct the City Manager to work with the lobbyist and city staff to mobilize local transit users and the business community to advocate for subway service (light or heavy rail) to West Hollywood; and 3) Direct the city Finance and Technology Director to designate funds in the 2014-2016 budgets to cover the costs of an MTA lobbyist consultant. **Motion by Councilmember Prang, seconded by Councilmember Land and approved.**

5.E. COMMISSION APPOINTMENTS [Y. QUARKER]:

SUBJECT: The City Council will consider making appointments to City Commissions.

ACTIONS: Councilmember Land made the following direct appointments:
Public Safety Commission: **Alexander Baisley.**
Business License Commission: **TABLED**

5.F. (URGENCY) A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD OPPOSING DESIGNATION OF 8150 SUNSET BOULEVARD, LOS ANGELES, CALIFORNIA AS AN ENVIRONMENTAL LEADERSHIP DEVELOPMENT PROJECT (ELDP) [J. HEILMAN, F. SOLOMON, H. MOLINA]

SUBJECT: The City Council will consider adopting an urgent resolution opposing the designation of the project located 8150 Sunset Boulevard, Los Angeles, CA 90046 as an Environmental Leadership Development Project.

Mayor Pro Tempore Heilman provided background information on the Urgency Item. He spoke regarding the proposed development being located on Sunset Blvd./Crescent Heights, and stated that although it's not in West Hollywood, the development would impact residents. He expressed concern with the designation given by the Governor, which would fast track this project when an EIR has not been certified.

Councilmember Duran requested clarification as to what exactly this proposed Urgency Item will do if approved.

Councilmember Heilman clarified that the proposed Item is a Resolution opposing the designation given by the Governor which would allow for a reduction in the time-frame for legal challenges to the development.

Councilmember Duran expressed concern with voting on the Item without having more current information on the project. He stated that he would have to abstain from the vote on this Item.

JEFF HABER, LOS ANGELES, spoke regarding his role in representing the Developer of the project and provided clarification on the designation. He also clarified that the final approval by the Joint Legislative Budget Committee of the California Legislature would shorten the litigation time-frame to 290 days, but would not change anything related to the entitlement process.

LAUREN MEISTER, WEST HOLLYWOOD, spoke in support of the Item and stated that this sort of designation was originally for stadiums and not this type of development project.

City Attorney Jenkins provided additional clarification on the Item. He stated that the issue is whether or not the project warrants a designation that gives it less time for judicial review. He further clarified that the 290 days would include litigation at trial and appellate levels. He spoke regarding the Item being brought to Council as an Urgency Item because it is scheduled to be heard by the Joint Legislative Budget Committee of the California Legislature on May 8, 2014, where they will either concur or not concur with the Governor's designation of the project. He stated that Council is being asked to adopt a Resolution opposing the designation and to direct the City Manager to send a letter to the Committee stating the City's opposition.

ACTIONS: 1) Adopt Resolution No. 14-4558, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD OPPOSING DESIGNATION OF 8150 SUNSET BOULEVARD, LOS ANGELES, CALIFORNIA AS AN ENVIRONMENTAL LEADERSHIP DEVELOPMENT PROJECT (ELDP)"; and 2) Direct staff to send copies of the adopted resolution to Governor Jerry Brown, Senators Ted Lieu and Mark Leno, Assembly members Nancy Skinner and Richard Bloom, and all members of the Joint Legislative Budget Committee of the California Legislature.
Motion by Councilmember Prang, seconded by Mayor Pro Tempore Heilman and approved, noting Councilmember Duran's abstention.

EXCLUDED CONSENT CALENDAR: None.

6. LEGISLATIVE:

6.A. AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE BUSINESS LICENSE ORDINANCE PERTAINING TO PEDDLING FOOD FROM THE PUBLIC RIGHT-OF-WAY AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE [O. DELGADO, J. AUBEL]:

SUBJECT: In response to a court ruling finding vague the phrase “conduct business or operate” in the City’s mobile food vendor regulations, the City Council will consider amending Sections 5.92.010 and 5.92.050 of Title 5, Chapter 5.92 of the West Hollywood Municipal Code to clarify the regulations.

ACTION: This Item was moved to the Consent Calendar.

6.B. AMENDMENT TO PARKING CODE TO TRACK ON-STREET AND OFF-STREET METER CITATIONS [O. DELGADO, J. ROCCO, D. NORTE]:

SUBJECT: The City Council will consider revising the City’s parking code to distinguish between enforcement of on-street and off-street parking meter spaces.

ACTIONS: This Item was moved to the Consent Calendar.

6.C. WAIVE FULL READING AND INTRODUCE ON FIRST READING AN ORDINANCE ESTABLISHING POST-EMPLOYMENT RESTRICTIONS ON CITY STAFF AND OFFICIALS TO ADDRESS “REVOLVING DOOR” AND “DOUBLE DIPPING” [J. HEILMAN, F. SOLOMON]:

SUBJECT: The City Council will consider an ordinance to restrict the post-employment activities of designated City staff and officials.

Michael Jenkins, City Attorney and Mayor Pro Tempore Heilman provided background information as outlined in the staff report dated May 5, 2014.

Mayor D’Amico spoke regarding the Item and his concern with former employees being hired as consultants to the City. He spoke in support of the Ordinance being retroactive to include language that would require any former employee who is currently an independent contractor with the City to take a one-year break effectively immediately.

City Attorney Jenkins expressed concern with the proposed Ordinance being retroactive.

Councilmember Land spoke regarding the Item and stated that while she understands the intent, she is concerned with tying the City Manager’s hands and limiting the City in garnering the expertise of those that can help with various projects as consultants. She spoke regarding long-time employees and their valuable knowledge that the City would not be able to tap into if needed. She spoke in support of ensuring that open positions are filled after an employee retires, but was opposed to limiting the City’s ability to hire former employees as Consultants for short-term projects.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke regarding the Item and stated that there is a difference between a lobbyist and a consultant.

LAUREN MEISTER, WEST HOLLYWOOD, spoke in support of the Item.

The following people did not wish to speak, but expressed their support for the Item: VIRGINIA GILLICK.

Councilmember Duran spoke in opposition to the Item and reported that Council received correspondence from a number of Council Deputies who oppose the Item as well. He spoke regarding Council being able to exercise their own judgment and that they would not be persuaded by Lobbyist, just because they were former employees of the City. He spoke regarding the Ordinance possibly hurting Commission and Advisory Board Members who could bring knowledge and expertise to a project or program. He expressed concern with approving an Ordinance where there has never been an issue and how it could end up short-changing the City.

Mayor Pro Tempore Heilman spoke regarding an instance where a former employee was advocating for a business after recently retiring from a position that had direct contact with that business and spoke regarding the perception and appearance of this to the public. He spoke in support of ensuring that retirees are only brought back as consultants for a particular project and not brought back to do their former job, and clarified that this Ordinance is not referring to this type of issue. He spoke in support of having the City Manager bring to Council any proposed Consultant contract with a former employee for Council's approval.

Councilmember Prang expressed concerns with the Item and stated that he is opposed to it, as presented. He spoke regarding the State adopted Law regarding Lobbying, which applies to Council and the City Manager and spoke in support of expanding the list locally to include Directors and Managers. He spoke regarding it being common practice for government agencies to bring back retirees to help on a specific project, such as retired Sheriff's and Appraisers, who have valuable knowledge. He spoke in support of ensuring that retirees who are under contract with the City are only performing duties related to a specific project and not their former jobs.

ACTION: 1) Refer the matter back to the City Attorney to work with Mayor Pro Tempore Heilman and bring back a revised Item based on directions and comments provided by City Council **Motion by Mayor Pro Tempore Heilman seconded by Councilmember Land and approved, noting the NO vote of Councilmember Duran.**

PUBLIC COMMENT:

JOE CARO, WEST HOLLYWOOD, spoke regarding issues with registering to vote and spoke in support of extending the Pick Up line to La Brea.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in opposition to alcohol at the Pride events.

COUNCILMEMBER COMMENTS:

Councilmember Land spoke regarding public comment surrounding voter registration issues and asked the City Clerk to follow up on this issue.

Mayor Pro Tempore Heilman congratulated Mayor D'Amico on his first meeting as Mayor.

ADJOURNMENT: The City Council adjourned at 10:46 p.m. in memory of Alla Stolyarsky and the soldiers who died in Afghanistan since the last City Council meeting. The City Council adjourned to their next regular meeting, which will be on Monday, May 19, 2014 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 19th day of May, 2014 by the following vote:

AYES:	Councilmember:	Duran, Land, Prang, Mayor Pro Tempore Heilman and Mayor D'Amico.
NOES:	Councilmember:	None.
ABSENT:	Councilmember:	None.
ABSTAIN:	Councilmember:	None.

JOHN D'AMICO, MAYOR

ATTEST:

YVONNE QUARKER, CITY CLERK