

## Dear Residents

I am pleased to present the Fall 2008 issue of City Highlights. This has been a very busy year in West Hollywood and the pace continues with many exciting special events planned for the last quarter of 2008.

In this issue, we spotlight the Seventh Annual West Hollywood Book Fair, which is scheduled for Sunday, September 28, 2008 from 10 a.m. to 6 p.m. at West Hollywood Park. This year's festivities will feature writer Ray Bradbury. We are honored that such a distinguished and legendary writer has agreed to be a part of this uniquely West Hollywood literary experience. The Fair is free and will be great fun for everyone.

It's hard to believe that it's almost Halloween! On Friday, October 31st, we will once again close Santa Monica Boulevard (between La Cienega Boulevard and Doheny Drive) to host one of the largest adult Halloween celebrations in the world. This year, the festivities have been changed to maximize public safety while still maintaining the event's spectacular pageantry and notorious fun.

Save the date for the City's second General Plan Community Fair, which is scheduled for Saturday, November 8, 2008 at Plummer Park. As you know, since last year the City has been working on a comprehensive update of its General Plan, a policy document that defines how the City manages its physical, economic and human resources.

Finally, as we celebrate our democratic process, don't forget to vote on Tuesday, November 4th. If you are not registered to vote, please visit the Los Angeles County Registrar-Recorder/County Clerk's website at [voteinfo@rrcc.lacounty.gov](mailto:voteinfo@rrcc.lacounty.gov) or call (562) 466-1310 for details.

I hope to see you at one of these exciting events.

Sincerely,  
Paul Arevalo

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Ray Bradbury

## Extraordinary American Novelist Ray Bradbury to Headline the Seventh Annual West Hollywood Book Fair on Sunday, September 28, 2008

Famed novelist Ray Bradbury, who is widely considered to be one of the most important American writers of fiction during the 20th and 21st centuries, will headline the award-winning West Hollywood Book Fair on Sunday, September 28, 2008 from 10 a.m. to 6 p.m. at West Hollywood Park, 647 North San Vicente Boulevard in West Hollywood. The West Hollywood Book Fair is free. (Free parking is available at the Pacific Design Center at 8687 Melrose Avenue. Enter the structure at Melrose Avenue. Free shuttle service is also available.)

Bradbury is a literary, fantasy, science fiction and mystery writer who has authored more than 500 works including short stories, novels, plays, screenplays, television scripts and verse. He is best-known for his 1953 classic novel *Fahrenheit 451* and *The Martian Chronicles*, a book which has been described both as a short story and a novel. His timeless appeal to audiences young and old has proven him to be one of the truly classic authors of our time.

The West Hollywood Book Fair, hosted by the City and *LA Weekly*, will feature 12 stages with more than 400 celebrated authors and artists appearing in more than 100 panels and book signings, storytelling, poetry and theatrical performances, and writing workshops. The West Hollywood Book Fair is one of Southern

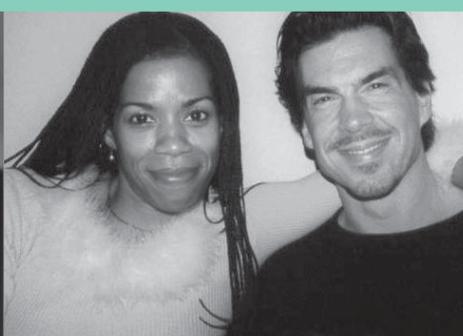
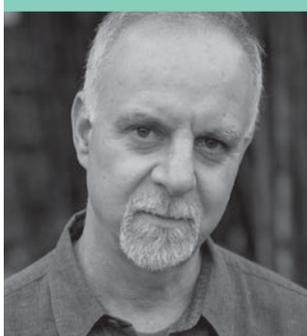
(CONTINUED ON PAGE 3)



# FEATURED AUTHORS

at the Seventh Annual West Hollywood Book Fair

PICTURED FROM TOP, LEFT TO RIGHT:  
CAROL ALT; GUSTAVO ARRELLANO;  
BRIAN HERBERT AND KEVIN J.  
ANDERSON; STEVE LOPEZ;  
JAMES VAN PRAAGH; KIM WAYANS  
AND KEVIN KNOTTS; AND LISA YEE.



## CAROL ALT

Since her days as one of the world's most renowned supermodels, Carol Alt has gone on to be an author, actress and entrepreneur. With a new series of books coming in 2008, Carol is proving to critics that supermodels are not only beautiful, but smart as well.

## GUSTAVO ARRELLANO

Gustavo Arrellano is a staff writer with *OC Weekly* and writes "¡Ask a Mexican!," a nationally syndicated column in which he answers any and all questions about America's spiciest and largest minority.

## BRIAN HERBERT AND KEVIN J. ANDERSON

Brian Herbert has been nominated for both the Hugo and the Nebula Awards. Kevin J. Anderson has also been nominated for the Nebula Award, as well as the Bram Stoker Award and the SFX Reader's Choice Award. The dynamic duo have just completed *Paul of Dune*, a direct sequel to the original *Dune* by Brian's father, Frank Herbert.

## STEVE LOPEZ

Steve Lopez is a columnist for the *Los Angeles Times*. His work has won numerous national journalism awards for column writing and magazine reporting. Lopez is also the author of several novels. His latest book, *The Soloist: A Lost Dream*, is about his

friendship with a homeless Los Angeles musician. *The Soloist* has been made into a film to be released in theaters in November starring Robert Downey Jr.

## JAMES VAN PRAAGH

James Van Praagh's popularity began during his appearances on the NBC talk show "The Other Side." His unique paranormal experiences have led him to author several best-selling books, creating meditation programs, teaching mediumship classes, conducting seminars and producing several successful television projects.

## KIM WAYANS AND KEVIN KNOTTS

Kim Wayans and Kevin Knotts are actors, comedians and writers (as well as husband and wife). Kim starred on the groundbreaking comedy series "In Living Color." Kim and Kevin were inspired to write the *Amy Hodgepodge* series by their beautiful nieces and nephews, many of whom are bi-racial, and because of the fact that the world is more of a hodgepodge than ever.

## LISA YEE

Lisa Yee is the author of *Millicent Min*, *Girl Genius*, winner of the prestigious Sid Fleischman Humor Award. Lisa's novel, *Stanford Wong Flunks Big-Time*, won the Chinese American Librarian Association Best Book of the Year award, and was named an American Library Association Notable Book. Lisa was also named the 2007 Thurber House Children's Author-in-Residence.



## Seventh Annual West Hollywood Book Fair (CONTINUED FROM PAGE 1)

California's largest, most eclectic literary events attracting more than 25,000 readers and writers of all ages and interests. Numerous book sellers and literary non-profit organizations will exhibit at the West Hollywood Book Fair.

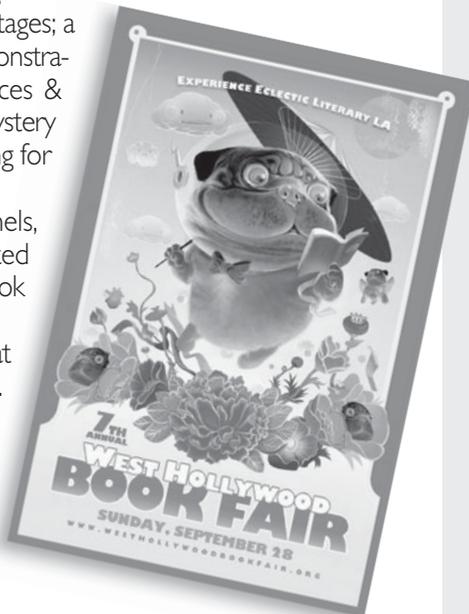
Other celebrated authors to participate include legendary actor Robert Wagner, appearing on behalf of his memoir *Pieces of My Heart*; Len Wein, editor and video game writer of *Watchman*; poet Eloise Klein Healy, whose six books of poetry include the highly acclaimed anthology *Passing*; Maryum "May May" Ali, daughter of Muhammed Ali and author of the children's book *I Shook Up the World: The Incredible Life of Muhammed Ali*; noted attorney Vincent Bugliosi, author of *The Prosecution of George W. Bush for Murder*; Denise Hamilton, best-selling mystery author of the *Eve Diamond* mystery series; actor and environmental activist Ed Begley, Jr., author of *Living Like Ed*; and Lambda Literary award-winning author Nina Revoyr, author of the current bestseller *The Age of Dreaming*.

The West Hollywood Book Fair will also feature diverse programming for all ages and interests including teens performing poetry and readings and young adult panels; Senior readings; LGBT panels and exhibitors; the Target Kids' Stage with performances and storytelling including Media City Ballet's debut performance of "The Four Musicians," activities and crafts for children; Russian-speaking author readings; three poetry, theater and performance stages; a Comics Scene with panels, live comic book art demonstrations and a manga fashion show; a People, Places & Politics stage; entertainment, environmental and mystery panels and panels for new writers such as preparing for publishing and getting a literary agent.

The complete schedule of appearances, panels, performances, book signings and exhibitor-hosted activities will be posted on the West Hollywood Book Fair website at [www.westhollywoodbookfair.org](http://www.westhollywoodbookfair.org)

For more information, contact Roz Helfand at (323) 848-6515 or email her at [rhelfand@weho.org](mailto:rhelfand@weho.org). For the hearing impaired, please call (323) 848-6496, or visit [www.westhollywoodbookfair.org](http://www.westhollywoodbookfair.org) ■

THIS YEAR'S WEST HOLLYWOOD BOOK FAIR ARTIST IS RONALD KURNIAWAN, A LOS ANGELES-AREA ARTIST WHO CREATED AN ORIGINAL WORK OF ART FOR THE "FALL INTO READING" THEME.



## Free Shuttle Service to Run During the Book Fair

Two free West Hollywood Book Fair shuttles will loop between the Plummer Park Parking Lot (7377 Santa Monica Boulevard) and the West Hollywood Book Fair (647 N. San Vicente Boulevard) the day of the Book Fair on Sunday, September 28, 2008. The shuttles will depart every half hour, and will stop at all MTA bus stops on Santa Monica Boulevard, including several near public parking structures. The first shuttle will leave Plummer Park at

9:30 a.m. and the last shuttle will leave the Book Fair at 6:30 p.m. There will be a final shuttle leaving the MTA stop at the Pacific Design Center (corner of San Vicente Boulevard and Melrose Avenue) at 8 p.m. to accommodate those leaving the closing Book Fair performance at the Pacific Design Center SilverScreen Theatre. The full shuttle schedule is available at [www.weho.org/bookfair](http://www.weho.org/bookfair) and [www.westhollywoodbookfair.org](http://www.westhollywoodbookfair.org) ■

## Volunteers Needed for the West Hollywood Book Fair!

Volunteers are needed for the Seventh Annual West Hollywood Book Fair on Sunday, September 28, 2008 from 10 a.m. to 6 p.m. at West Hollywood Park. Volunteer staff is needed at the information booths; to escort authors; stage crew to manage each of the 12 stages and the Writing Room; children's activity assistance; as well as the arts & crafts areas. All experience levels and ages are welcome.

For more information, please call (323) 848-6861 or email [lfooks@weho.org](mailto:lfooks@weho.org)

# New Book Takes a Look at West Hollywood Through the Eyes of Children

Have you wondered what it's like to see West Hollywood through the eyes of a child? *In Our Global Village: West Hollywood Through the Eyes of Its Youth* is a response to a book created by school children in a small town in Tanzania entitled *In Our Village: Kambi ya Simba Through the Eyes of Its Youth*. In the preface to *In Our Village: Kambi ya Simba Through the Eyes of Its Youth*, Barbara Cervone, President of What Kids Can Do and the publisher of the book notes: "On our parting, [the students] told me this: It astounds us — and we remain unconvinced — that anyone outside our village cares about our lives and our challenges." *In Our Global Village: West Hollywood Through the Eyes of Its Youth* is a response that others do in fact care about the lives and challenges of people near and distant.

Kambi ya Simba and West Hollywood are worlds apart yet the words, photographs and artwork from the children reflect not only the differences but the similarities between the two places. The village of Kambi ya Simba is a rural farming village of 5,000 residents spread over 25 miles, with one road in and one road out. Many had never held a camera before the start of the project. The City of West Hollywood is a 1.9 square-mile, urban village with a population of more than 37,000 residents.

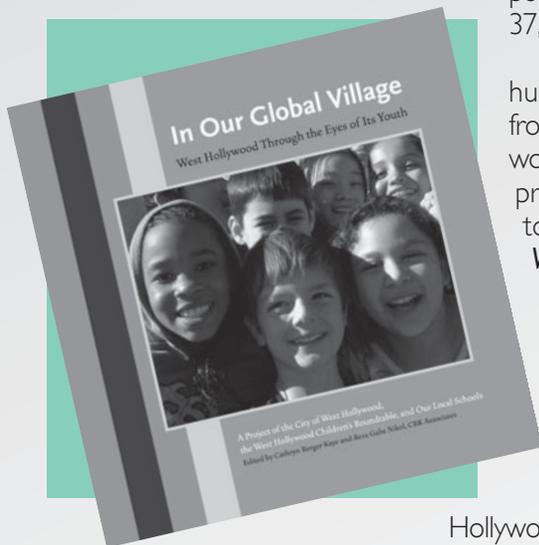
In the Spring of 2007, hundreds of children from local West Hollywood schools and youth programs contributed to the *In Our Global Village* project by telling their compelling stories and sharing their photographs and drawings about life in West Hollywood. Members of the West

Hollywood Children's Round-

table (a group of educators, teachers, parents and representatives from local schools and non-profit organizations), as well as consultant Cathy Berger Kaye, helped put the book together.

Today, there are nearly 30 *In Our Global Village* projects underway in communities around the world.

The cost of *In Our Global Village: West Hollywood Through the Eyes of Its Youth* is \$7. For more information or to purchase a copy, please contact Leslie Isenberg at (323) 848-6510. ■



## City Says Farewell to Long-Time Employee Bob Abrahams

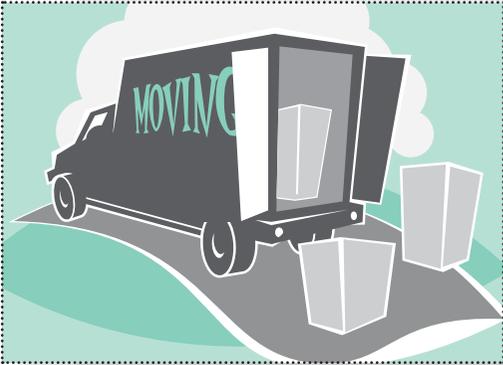
After more than 15 years of exemplary service to the City of West Hollywood, first as the CATV Coordinator and then in an expanded role as the CATV Supervisor, longtime employee Bob Abrahams has retired. As the CATV Supervisor, Bob oversaw the operation of the City's award-winning cable television operations. His primary responsibilities included supervising the City's government access channel, Citychannel 10, educational and public access channels, management of on-air operations and production, selecting programming and monitoring compliance and operations by cable television operators.

"Working at the City has been educational," says Bob. "I've really enjoyed working here. I like the people, the environment and I like what we do. We provide an important service to the community," he continues.

As Bob moves into a new phase of his life, he will continue to focus on one of his newest interests, writing and acting sketch comedy. "For me, sketch comedy is a hobby, it is fun," says Bob. "I started taking improvisation classes and now I'm working with the ACME Comedy Theater where we write and then perform sketches." Bob will also spend his time volunteering for charitable organizations such as the Alzheimer's Association.

Bob's expertise, enthusiasm and dedication to the City will be sorely missed. ■

# Helpful Things to Know



## Are you planning a move?

If you are moving in or moving out of your house, condominium, or apartment it is strongly encouraged that you or your moving company obtain an encroachment permit 72 hours before your scheduled move time. "No Parking" signs (which you can use to reserve priority curbside parking for your move) will be provided when you obtain the encroachment permit. West Hollywood is a densely-populated area and an encroachment permit will make parking and moving more convenient. Flashers and orange cones do not allow vehicles to "double park" and block travel lanes. It is illegal for a vehicle to block a travel lane and any vehicle doing

so will be ticketed. To obtain an encroachment permit, please visit the Parking Counter at West Hollywood City Hall. Cost is \$10. For more information, please contact the Permit Parking Office at (323) 848-6392 or the 24-hour parking permit information line at (323) 848-6340.

## What animal shelter serves the City of West Hollywood?

In the unfortunate event that your pet is missing or lost, the City of West Hollywood's Animal Shelter is operated by the County of Los Angeles Department of Animal Care and Control and is located at 216 W. Victoria Street in Gardena or call (310) 523-9566. Please remember that the West Los Angeles Animal Shelter does **not** serve West Hollywood. The West Los Angeles animal shelter serves residents in the City of Los Angeles, not the residents of the City of West Hollywood.

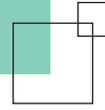
## Gas-powered leaf blowers prohibited in West Hollywood

Please remember that gas-powered leaf blowers are not allowed in West Hollywood. According to the West Hollywood Municipal Code Section 9.08.050 under "Prohibited Noises" the use or operation of any portable machine powered with a combustion or gasoline engine used to blow leaves, dirt and other debris off sidewalks, driveways, lawns and other surfaces is prohibited. The first offense is a \$75 fine, second offense is a \$125 fine, third offense is a \$250 fine and the fourth offense is a misdemeanor. For more information, please contact the City's Code Compliance Division at (323) 848-6375.



## Modified Exhaust Systems in Motor Vehicles are Unlawful

Please be respectful of your neighbors when operating your vehicle. According to the California Vehicle Code Section 27151 (a): "No person shall modify the exhaust system of a motor vehicle in a manner which will amplify or increase the noise emitted by the motor of the vehicle..." and "no person shall operate a motor vehicle with an exhaust system so modified." If West Hollywood Sheriff's deputies hear and observe this violation, they will make a traffic stop, then inspect the vehicle's exhaust system to ascertain if it has been modified. Owners of vehicles with modified exhaust systems will be cited. According to Los Angeles County Sheriff's Department's Lieutenant Dave Smith, more than 85 citations are issued yearly. ■



# Jackie Rocco Talks Puerto Rico, Sports and Politics



*Jackie Rocco*

There are few people that list politics as a hobby. Jackie Rocco, the somewhat new Parking Operations Manager for the City of West Hollywood, is one of those individuals who takes it even one step further — in fact, politics are considered serious business in the Rocco household. Born in Long Island, New York to a Puerto Rican father and a Cuban mother, she grew up in a family and a culture that values the political process. “In Puerto Rico elections are held on the weekend and participation is very high, the streets are filled with people and it is a huge celebration,” says Jackie. “So I grew up with that experience and also the realization that throughout history people have fought and died to gain the right to vote and it is not something that should be taken for granted,” she continues.

Jackie majored in Political Science at UCLA and volunteered for the Kathleen Brown campaign, with the ultimate goal of attending law school. However, after finding an undergraduate class in constitutional law boring, she changed her career plans to public policy, urban planning and development. While attending college, Jackie met her husband, Ray, who is a political science professor at UCLA — a likely match for a woman who could easily moonlight as a political Commentator.

Following her graduation from UCLA, Jackie worked for the Los Angeles Housing Authority, followed by ACS, where she managed public/private partnerships and parking contracts for the cities of West Hollywood, Beverly Hills and Santa Monica. Prior to being hired by the

City of West Hollywood, Jackie worked at Duncan Solutions, a parking meter technology and services company, where she managed the implementation and operations of citation processing contracts in California. These previous positions and her interest in public policy prepared her for the demanding role as the City’s Parking Operations Manager.

As the Parking Operations Manager, Jackie is responsible for managing staff and performing a variety of professional and administrative functions related to the Parking Division, including long- and short- range planning and budget development. She also oversees, coordinates and manages various functions associated with the City’s parking services including on- and off-street parking; parking garages and lots; the valet parking program on Robertson Boulevard; 2,100 single-space meters and six multi-space meters within the City and a variety of contract services related to parking. “I like the Parking Operations Division as our work overlaps with a lot of departments and it provides the opportunity to work together,” says Jackie as she explains how her interest in public policy intersects with her current position as Parking Operations Manager.

Jackie’s hobbies include salsa dancing with her husband, traveling, reading, gardening and hanging out with Athena, a 12-year-old Persian cat that she adopted when she was only a “little fluff ball.” As the sport of boxing enjoys a popular role in Puerto Rican culture, it’s no surprise that Jackie is a huge boxing fan. She was excited to attend her first live boxing match to watch Floyd Mayweather versus Oscar De La Hoya last year at the MGM Grand in Las Vegas. “I like the skill and the discipline that go into the athlete’s training,” says Jackie. ■



## Are You Interested in Running for the West Hollywood City Council?

The City of West Hollywood Municipal Election will be held on Tuesday, March 3, 2009 for the purpose of electing two members of the City Council to four-year terms. The nomination period for persons interested in running for the West Hollywood City Council will begin Tuesday, November 11, 2008 at 8 a.m. The deadline for filing nomination papers is Friday, December 5, 2008 at 5 p.m. pursuant to the State Elections Code.

The nomination process requires a potential candidate to gather between 20 and 30 signatures from voters registered to vote in West Hollywood. Potential City Council candidates must be at least 18 years old, a resident of West Hollywood and registered to vote within the City. All interested candidates can pick up the necessary forms from the West Hollywood City Clerk's Office at City Hall, 8300 Santa Monica Boulevard in West Hollywood.

For more information, contact the City Clerk's Office at (323) 848-6409 or email [cschaffer@weho.org](mailto:cschaffer@weho.org)

## City of West Hollywood Wins 2008 Outstanding Innovation in Green Community Planning Award for the West Hollywood Green Building Program

The California Chapter of the American Planning Association (APA) has awarded the City of West Hollywood a 2008 Outstanding Innovation in Green Community Planning Award for the West Hollywood Green Building Program. As an APA-State winner, the City has also qualified for submission to the National APA Awards Program.

In October 2007, the City of West Hollywood adopted one of the nation's first mandatory green building programs. The Green Building Requirements and Incentives for Private Development Ordinance (Green Building Ordinance) ensures that new buildings will be healthier for residents and use energy and resources more efficiently. Flexibility, responsiveness to local conditions and cost-effectiveness are key features of the ordinance.

The Green Building Requirements and Incentives for Private Development Ordinance focuses on the following:

- Establishes new development standards that apply to all development, including all new residential and commercial projects as well as remodels and tenant improvements;
- Develops a point system for new construction with incentives for projects that achieve "exemplary" status; and
- Implements a "green building" education and outreach program.

For more information, please contact Francie Stefan at (323) 848-6357. For the deaf and hard of hearing, please call (323) 848-6496.

## West Hollywood City Council Approves Two-Year Contract for a Community Alerting and Emergency Notification System with National Notification Network

The West Hollywood City Council has approved a two-year contract for a community alerting and emergency notification system with National Notification Network (3n). The 3n company will provide a mass notification system, or community alerting and emergency notification system.



Community alerting systems can be used in both normal and emergency situations to send out automated messages on behalf of a City to its residents. These messages can send public safety information, or even non-emergency public notices. Mass notification systems can target a geographic area and send out messages via telephone, fax and email. The City of West Hollywood plans to utilize a mass notification system to alert residents of street closures, evacuations, emergencies or other public safety events impacting the community.

For more information, please contact Kristin Cook, Public Safety Manager, at (323) 848-6492.

# City's Second General Plan Community Fair Set for Saturday, November 8, 2008

The City's General Plan Update process continues to move forward and residents are urged to Save the Date for the second General Plan Community Fair, which will be held on Saturday, November 8, 2008 from 10 a.m. to 2 p.m. at Plummer Park. (In February 2008, more than 200 people attended the City's first General Plan Community Fair.) The City is currently embarking on the first comprehensive update of its General Plan — a policy document that defines how the City manages its physical, economic and human resources — in 20 years.

The three-year General Plan Update process, which has been underway since Fall of 2007, is an opportunity for the community to discuss and develop ways in which West Hollywood can direct growth to capitalize on its strengths to create a stronger, more sustainable city.

The goal of the General Plan Community Fair is to gather public comment about their vision for West Hollywood. Participants will be presented with a number of possible scenarios and asked to comment on alternate visions for West Hollywood and provide other ideas on the City's future.

West Hollywood's original General Plan was first adopted in 1988. The update to the current plan will provide an opportunity to address changes that have occurred in West

Hollywood and the region in recent years. California state law mandates that cities draft, adopt and continuously update their General Plans. For more information about the City's General Plan Update, visit [www.weho.org/generalplan](http://www.weho.org/generalplan) or residents can sign up on the City's website to receive regular email updates on the General Plan at [www.weho.org](http://www.weho.org) ■



**The first City of West Hollywood General Plan Community Fair was in February 2008.**

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