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*Note: Any agenda item(s) not initiated by 11:00 p.m. may be continued to a subsequent City Council meeting. The City Council may direct staff to continue the item(s) to an already scheduled City Council meeting or may adjourn this meeting to an adjourned regular meeting to consider the item(s).*

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
AGENDA  
MONDAY, JULY 21, 2014  
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS  
625 N. SAN VICENTE BOULEVARD  
6:30 P.M. – REGULAR MEETING**

**CALL TO ORDER:**

**PLEDGE OF ALLEGIANCE:**

**ROLL CALL:**

**APPROVAL OF AGENDA:**

**ADJOURNMENT MOTIONS:**

**PRESENTATIONS:**

1. **PUBLIC COMMENT:** The City Council values your comments; however, pursuant to the Brown Act, Council cannot take action on items not listed on the posted agenda. The public comment period is limited to 20 minutes, with 2 minutes allotted for each speaker. This public comment period is to address the City Council on Consent Calendar items, other agenda items (if the member of the public cannot be present at the time the item is considered) or items of general interest within the jurisdiction of the City Council. Another period is also reserved for general comment later in the meeting for those that could not be heard at this time. Public Hearing testimony will only be taken at the time of the hearing.

1.A. **PUBLIC COMMENTS ON CONSENT CALENDAR ITEMS WHICH HAVE NOT BEEN REMOVED FROM THE CONSENT CALENDAR:**

1.B. **PUBLIC COMMENTS, GENERAL INTEREST:**

**COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:** This portion of the meeting is set aside for general comments, announcements, requests of staff, and/or other issues of concern from members of the City Council.

**CITY MANAGER'S REPORT:** This time is set aside for the City Manager to update the Council on important items initiated by staff or previously requested by the City Council.

**FISCAL IMPACT ON CONSENT CALENDAR:**

2. **CONSENT CALENDAR:** The following routine matters can be acted upon by one motion. Individual items may be removed by the Council for separate discussion. Items removed for separate discussion will be heard following New Business Items. The title is deemed to be read and further reading waived of any ordinance listed on the consent calendar for introduction or adoption.

2.A. **POSTING OF AGENDA:**

*SUBJECT: The agenda for the meeting of Monday, July 21, 2014 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, July 17, 2014.*

**RECOMMENDATION:** Receive and file.

2.B. **APPROVAL OF MINUTES:**

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

**RECOMMENDATION:** Approve the minutes of June 23, 2014.

- 2.C. DEMAND REGISTER NO. 747, RESOLUTION NO. 14-4591:**  
*SUBJECT: The City Council is requested to approve payment of bills due as presented by the Director of Finance.*  
**RECOMMENDATION:** Approve Demand Register No. 747 and adopt Resolution No. 14-4591, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 747".
- 2.D. TREASURER'S REPORTS FOR MARCH & APRIL 2014 [D. WILSON, L. QUIJANO, K. BARENG]:**  
*SUBJECT: The City Council will receive the Treasurer's Reports for the months ended March and April 2014 pursuant to Section 53646 of the Government Code of the State of California.*  
**RECOMMENDATION:** Receive and file.
- 2.E. CLAIMS ADMINISTRATION:**  
*SUBJECT: The City Council is asked to deny Claims filed against the City, as a routine administrative step in claims processing.*  
**RECOMMENDATION:** Deny the claims of Galena Rabkin, Mercury Insurance (Adam Henry) and Adam Henry and refer them to the City's claims adjuster.
- 2.F. ORDINANCE NO. 14-940 (2ND READING) APPROVING ZONE TEXT AMENDMENT 2014-001 [Y. QUARKER, M. CROWDER]:**  
*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 14-940, approving Zone Text Amendment 2014-001 to make minor corrections and clarifications to certain existing language and definitions in the West Hollywood Municipal Code, including but not limited to those related to seasonal sales lots, personal services, tree removal, hedge heights, and sales of pets; and to allow for Cottage Food Operations in residential zones.*  
**RECOMMENDATION:** Waive further reading and adopt Ordinance No. 14-940, "APPROVING ZONE TEXT AMENDMENT 2014-001 TO FIX TYPOGRAPHICAL ERRORS, CLARIFY CERTAIN EXISTING LANGUAGE AND TO ALLOW FOR COTTAGE FOOD OPERATIONS IN RESIDENTIAL ZONES".
- 2.G. ORDINANCE NO. 14-941 (2ND READING) ESTABLISHING POST-EMPLOYMENT RESTRICTIONS ON CITY STAFF AND OFFICIALS TO ADDRESS THE "REVOLVING DOOR" [Y. QUARKER, M. CROWDER]:**  
*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 14-941, establishing post-employment restrictions on City staff and officials to address the "revolving door".*  
**RECOMMENDATION:** Waive further reading and adopt Ordinance No. 14-941, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD REGARDING POST-EMPLOYMENT ACTIVITY ADDING SECTION 2.72.090 TO THE WEST HOLLYWOOD MUNICIPAL CODE".

**2.H. COMMISSION AND ADVISORY BOARD ACTION REPORTS:**

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

RECOMMENDATION: Receive and file.

**2.I. RESCIND RESOLUTIONS 94-1302 AND 03-2916 APPROVING AND AUTHORIZING PARTICIPATION IN THE CALIFORNIA JOINT POWERS INSURANCE AUTHORITY'S (CJPIA) GENERAL LIABILITY PROGRAM AND WORKERS' COMPENSATION PROGRAM [D. WILSON, T. THOMSON]:**

*SUBJECT: The City Council will consider rescinding resolutions that authorized membership in the California Joint Powers Insurance Authority (CJPIA), including resolution 94-1302 approving participation in general liability program and resolution 03-2916 approving participation in the workers' compensation program.*

RECOMMENDATION: 1) Rescind Resolutions 94-1302 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE EXECUTION OF THE JOINT POWERS AGREEMENT CREATING SOUTHERN CALIFORNIA JOINT POWERS INSURANCE AUTHORITY, AND FURTHER APPROVING PARTICIPATION IN ITS JOINT PROTECTION PROGRAM PROVIDING LIABILITY COVERAGE THROUGH SELF- INSURANCE, LOSS POOLING AND EXCESS INSURANCE"; and 2) Rescind Resolution 03-2916 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD TO AUTHORIZE AND APPROVE SELF-INSURANCE OF WORKERS' COMPENSATION FOR CITY EMPLOYEES THROUGH THE CALIFORNIA JOINT POWERS INSURANCE AUTHORITY AND AUTHORIZE THE CITY TO APPLY TO THE DIRECTOR OF INDUSTRIAL RELATIONS, STATE OF CALIFORNIA FOR A CERTIFICATE. OF CONSENT TO SELF - INSURE WORKERS' COMPENSATION LIABILITIES".

**2.J. APPROVAL OF MOU AGREEMENT WITH LOS ANGELES COUNTY METROPOLITAN TRANSIT AUTHORITY (LACMTA) RELATED TO PROPOSITION A INCENTIVE FUNDS AND THE CITYLINE FIXED ROUTE SHUTTLE SERVICE [E. SAVAGE, D. GIUGNI, P. GOODMAN]:**

*SUBJECT: The City Council will consider the approval of a two year agreement with the Los Angeles County Metropolitan Transit Authority (LACMTA) which will reimburse Proposition A incentive funds for reporting statistics to the National Transit Database (NTD) for the Cityline Shuttle Service.*

RECOMMENDATIONS: 1) Approve and authorize the City Manager to execute MOU.PAIWEHO14 with the Los Angeles County Metropolitan Transit Authority (LACMTA) for Proposition A incentive funds for the reporting of statistical data to the National Transit Database; and 2)

Authorize the Director of Finance to accept up to \$33,250 reimbursement to the Prop A Operating Account.

**2.K. PURCHASE PARKING ACCESS AND REVENUE CONTROL SYSTEM (PARCS) FOR THE AUTOMATED GARAGE BEHIND CITY HALL [O. DELGADO, J. ROCCO, D. UYENO]:**

*SUBJECT: The City Council will consider granting approval to purchase parking access and revenue control equipment for the Automated Parking Garage behind City Hall.*

**RECOMMENDATIONS:** 1) Authorize staff to negotiate an agreement with Sentry Control Systems to purchase parking access and revenue control equipment for the Automated Parking Garage behind City Hall in an amount not to exceed \$200,000; 2) Approve the issuance of a purchase order by the Department of Finance; and 3) Authorize the City Manager to sign the purchase agreement.

**2.L. AGREEMENT RENEWAL WITH JEWISH FAMILY SERVICES FOR RECEPTIONIST SERVICES AT THE PLUMMER PARK COMMUNITY CENTER [E. SAVAGE, O. WALKER]:**

*SUBJECT: The City Council will consider approving an agreement with Jewish Family Services (JFS) for providing receptionist services at the Plummer Park Community Center.*

**RECOMMENDATIONS:** 1) Approve a one-year Agreement with JFS from July 1, 2014 through June 30, 2015 in a not to exceed amount of \$45,000 for receptionist services at Plummer Park, with the option to extend the contract for an additional year at the same annual rate; and 2) Authorize the City Manager to sign the Agreement.

**2.M. AGREEMENT FOR SERVICES WITH JEWISH FAMILY SERVICES TO ADDRESS THE HEALTH AND SAFETY NEEDS OF RESIDENTS WITH HOARDING BEHAVIOR OR BED BUG INFESTATION [E. SAVAGE, P. NOONAN]:**

*SUBJECT: The City Council will consider approval of a contract with Jewish Family Services' Comprehensive Service Center (JFS) for cost reimbursement as a part of the program that addresses the health and safety needs of low-income residents with hoarding behavior or bed bug infestation.*

**RECOMMENDATIONS:** 1) Approve a \$40,000 contract for the 2014-2016 fiscal years to cover costs of JFS providing health and safety improvements for low-income residents exhibiting hoarding behavior or experiencing a bed bug infestation; and 2) Authorize the City Manager to execute the contract.

**2.N. AGREEMENT WITH KEYSER MARSTON ASSOCIATES, INC. FOR HOUSING ANALYSIS SERVICES FOR RENT STABILIZATION AND HOUSING PROJECTS [E. SAVAGE, P. NOONAN]:**

*SUBJECT: The City Council will consider approving an agreement with Keyser Marston Associates, Inc. to provide housing analysis services.*

**RECOMMENDATIONS:** 1) Approve the agreement in an amount not to exceed \$10,000 for housing analysis services; and 2) Authorize the City Manager to sign the agreement.

**2.O. AGREEMENT WITH JOANNE SHANNAHOFF FOR GRAPHIC DESIGN SERVICES FOR RENT STABILIZATION AND HOUSING PROJECTS [E. SAVAGE, P. NOONAN]:**

*SUBJECT: The City Council will consider approving an agreement with Joanne Shannahoff to provide graphic design and layout services for Rent Stabilization and Housing Division.*

**RECOMMENDATIONS:** 1) Approve the agreement in an amount not to exceed \$12,000 for graphic design services for three years\; and 2) Authorize the City Manager to sign the agreement.

**2.P. AWARD OF CONTRACT FOR A YOUTH-AT-RISK FIELD SERVICE CREW AND ADOPTION OF A YOUTH EMPLOYMENT PLAN [O. DELGADO, S. CAMPBELL, H. COLLINS]:**

*SUBJECT: The City Council will consider awarding a contract to Social Vocational Services, Inc., for a Field Services Crew and the adoption of a Youth Employment Plan.*

**RECOMMENDATIONS:** 1) Accept the bid dated May 29, 2014, and award a contract in the annual not to exceed amount of \$190,296 for a period of three years as submitted by Social Vocational Services, Inc. 3555 Torrance Blvd., Torrance CA 90503; 2) Authorize the City Manager to execute an Agreement with Social Vocational Services, Inc. for a Field Service Crew; and 3) Adopt a Youth Employment Plan for the Los Angeles County Regional Park and Open Space District Discretionary Grant Program for a Field Services Crew (Exhibit A).

**2.Q. WEST HOLLYWOOD COMMUNITY HOUSING CORPORATION ANNUAL ADMINISTRATIVE CONTRACT FOR FISCAL YEAR 2014-2015, AND THIRD AND FOURTH QUARTER REPORTS FOR FISCAL YEAR 2013-14 [E. SAVAGE, P. NOONAN, A. LOVANO]:**

*SUBJECT: The City Council will consider approval of the annual administrative contract with the West Hollywood Community Housing Corporation (WHCHC) for Fiscal Year 2014-15 in an amount not to exceed \$235,000. The City Council will also receive the WHCHC Contact Fiscal Year 2013-14 Third and Fourth Quarter Reports.*

**RECOMMENDATIONS:** 1) Authorize the City Manager to execute the annual administrative contract with WHCHC for Fiscal Year 2014-15, in an amount not to exceed \$235,000; 2) Authorize a change to Section S of

the WHCHC administrative contract allowing annual rent adjustments for new tenancies to be calculated on TCAC rents; and 3) Receive and file the Fiscal Year 2013-14 Third and Fourth Quarter Reports.

**2.R. RENEW AGREEMENT FOR SERVICES WITH DEKRA-LITE INDUSTRIES FOR THE INSTALLATION, MAINTENANCE, REMOVAL AND STORAGE OF HOLIDAY LIGHTS [P. AREVALO, M. LOUIE, L. MINNICH]:**

*SUBJECT: The City Council will consider renewing an agreement with Dekra-Lite Industries for installation, maintenance, removal and storage of the holiday lights for Santa Monica Boulevard associated with Santa Monica Boulevard Maintenance District, Zones 1, 2 and 3.*

**RECOMMENDATIONS:** 1) Approve an agreement amendment with Dekra-Lite Industries (Dekra-Lite) in an amount not-to-exceed \$75,000 for the installation, maintenance, removal and storage of the holiday lights along Santa Monica Boulevard for the 2014 holiday season to be paid for by the Santa Monica Boulevard Maintenance District in FY 2014-15; and 2) Authorize the City Manager or his designee to sign the agreement and make any necessary changes.

**2.S. AMEND AN AGREEMENT FOR SERVICES WITH PACIFIC MUNICIPAL CONSULTANTS [S. DEWOLFE, J. KEHO, D. DEGRAZIA, M. ANTOL]:**

*SUBJECT: The City Council will consider authorizing an amendment to an agreement with Pacific Municipal Consultants (aka PMC) to continue to provide temporary Planning Services staff on an "as needed" basis.*

**RECOMMENDATIONS:** 1) Approve an Amendment to the Agreement for Services for an additional not-to-exceed amount of one hundred sixty four thousand dollars (\$164,000) with Pacific Municipal Consultants for temporary planning services, as needed; and 2) Authorize the City Manager to approve and execute all necessary documents.

**2.T. AMEND SOFTWARE MAINTENANCE AGREEMENT WITH TYLER TECHNOLOGIES: EDEN DIVISION [D. WILSON, B. ROSEN]:**

*SUBJECT: The City Council will consider authorizing an amendment to a previously authorized agreement with Tyler Technologies, Eden Division to continue to limit increases in maintenance fees to no more than 5% per year.*

**RECOMMENDATIONS:** 1) Approve Amendment #2 to the Tyler Technologies Eden Software Maintenance Agreement; and 2) Authorize the City Manager to sign and execute all necessary documents.

- 2.U. AMENDMENT TO AGREEMENT FOR SERVICES WITH VCA CODE GROUP [S. DEWOLFE, S. BAILEY, B. ROME]:**  
*SUBJECT: The City Council will consider approving a contract amendment with VCA Code Group to continue to provide ongoing Building & Safety Division Plan Check services, fully funded by applicant fees.*  
**RECOMMENDATIONS:** 1) Approve a contract amendment with VCA Code Group increasing the current contract by \$180,000; and 2) Authorize the City Manager to sign the amended agreement.
- 2.V. UPDATE ON THE LOS ANGELES COUNTY REGISTRAR-RECORDER VOTER ROLLS [Y. QUARKER, M. CROWDER]:**  
*SUBJECT: The City Council will receive information on the processes by which the Los Angeles County Registrar-Recorder's Office updates its Voter Rolls.*  
**RECOMMENDATION:** Receive and file.
- 2.W. RESOLUTION AMENDING THE AFFORDABLE HOUSING SCHEDULE FOR THE INCLUSIONARY HOUSING PROGRAM [E. SAVAGE, P. NOONAN, A. LOVANO]:**  
*SUBJECT: The City Council will consider adopting a resolution amending the Affordable Housing Schedules for the Inclusionary Housing Program by establishing the 2014-2015 rent levels, income requirements and unit sale prices for inclusionary units.*  
**RECOMMENDATION:** Adopt Resolution No. 14-4592 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE AFFORDABLE HOUSING SCHEDULES".
- 2.X. UPDATE REGARDING FORMATION OF A BUSINESS IMPROVEMENT DISTRICT ON SANTA MONICA BOULEVARD [P. AREVALO, M. LOUIE, L. MINNICH]:**  
*SUBJECT: The City Council will receive an update on the status of efforts to form a business improvement district on Santa Monica Boulevard and consider discontinuing financial support toward the formation of a business improvement district.*  
**RECOMMENDATIONS:** 1) Discontinue financial support toward the formation of a business improvement district on Santa Monica Blvd.; and 2) Authorize staff to continue to provide technical assistance to businesses that want to explore strategies to form some type of organized entity.
- 2.Y. ADVANCEMENT OF THE ART AND ARTIST SELECTION PROCESS FOR THE CIVIC ART COMPONENT OF THE WEST HOLLYWOOD PARK MASTER PLAN IMPLEMENTATION PHASE II [P. AREVALO, M. LOUIE, A. CAMPBELL]:**



*SUBJECT: The City Council will review the recommendation of the Art Process Team and Arts and Cultural Affairs Commission for the selection of an artist to design, fabricate and install public art work(s) for the West Hollywood Park Master Plan Implementation Phase II Project.*

RECOMMENDATIONS: 1) Approve Phillip K. Smith III as public artist to design, fabricate and install public art work(s) for the West Hollywood Park Master Plan Phase II Project in an amount not to exceed \$500,000 including fees and reimbursables; and 2) Authorize the City Manager to sign and execute the agreements for services for the artist, and any documents or forms necessary for the successful implementation of this process and approve any minor modifications.

**2.Z. INSTITUTE A MONITORED TRIAL REMOVAL OF TURN RESTRICTIONS SOUTH OF SANTA MONICA BOULEVARD NEAR NORTH LA JOLLA AVENUE [J. HEILMAN, F. SOLOMON, J. SCHWEIGERT]:**

*SUBJECT: The City Council will consider implementing a three month monitored trial removal of night-time turn restrictions in the neighborhood south of Santa Monica Boulevard near North La Jolla Avenue.*

RECOMMENDATIONS: 1) Institute a three month monitored trial removal of turn restrictions in the neighborhood south of Santa Monica Boulevard near North La Jolla Avenue; and 2) Evaluate results of the monitored trial at the November 17, 2014, Council Meeting and move to permanently remove or reinstate the turn restrictions.

**2.AA. NOISE ORDINANCE UPDATE [J. HEILMAN, F. SOLOMON]:**

*SUBJECT: The City Council will consider an update to the current city noise ordinance.*

RECOMMENDATIONS: 1) Create an interdepartmental task force to review and update the current West Hollywood noise ordinance; 2) Present the recommendations to the Planning Commission, Public Safety Commission and Business License Commission for input; and 3) Return to the City Council by December 1, 2014 with final recommendations and ordinance changes, if any.

**2.BB. PEDESTRIAN AND MOTORIST SAFETY CAMPAIGN [J. DURAN, I. OWENS, J. HEILMAN, F. SOLOMON]:**

*SUBJECT: The City Council will consider developing a series of public safety announcements to help promote pedestrian and motorist safety in the City of West Hollywood.*

RECOMMENDATIONS: 1) Direct the Public Safety Department, in collaboration with the Public Information Office, to contract with a turnkey production company to develop the public safety announcements; 2) Direct the Public Information Office to utilize all appropriate communication tools to promote the campaign; 3) This item authorizes the Director of Finance and Technology Services to allocate \$15,000 from budgeted funds in the Special Council Programs account number 100-1-

01-00-531001 for costs associated with the campaign; and 4) Authorize the City Manager to sign and execute any documents or forms that may be necessary for the successful implementation of this campaign.

**2.CC. CONDEMNATION OF THE UNITED STATES SUPREME COURT RULING BURWELL v. HOBBY LOBBY [A. LAND, J. ERICKSON, J. HEILMAN, F. SOLOMON]:**

*SUBJECT: The City Council will consider adopting a resolution condemning the June 30, 2014 United States Supreme Court ruling Burwell v. Hobby Lobby, that would allow for certain employers to refrain from providing full contraceptive coverage to women based on the employer's personal religious beliefs.*

**RECOMMENDATIONS:** 1) Adopt Resolution No. 14-4593, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONDEMNING THE UNITED STATES SUPREME COURT RULING BURWELL v. HOBBY LOBBY"; and 2) Send copies of the signed resolutions to U.S. Senator Barbara Boxer, U.S. Senator Dianne Feinstein, Representative Adam Schiff, Congressmember Nancy Pelosi, Senator Ted Lieu, Assemblymember Richard Bloom, Cecilia Muñoz, Executive Director of the Domestic Policy Council at the White House, Planned Parenthood, Feminist Majority Foundation, Ms. Magazine, and NARAL.

**2.DD. NATIONAL NIGHT OUT AGAINST CRIME IN WEST HOLLYWOOD [K. COOK, L. MANUKIAN]:**

*SUBJECT: The City Council will consider designating Tuesday, August 5, 2014 as National Night Out in West Hollywood and approve various administrative requests to assist in the success of National Night Out events.*

**RECOMMENDATIONS:** 1) Proclaim August 5, 2014 "National Night Out" in West Hollywood; 2) Approve all street closures for National Night Out block parties; and 3) Approve the City's official sponsorship of all West Hollywood National Night Out events and waive all City fees associated with this event.

**2.EE. WOMEN'S EQUALITY DAY 2014 [E. SAVAGE, C. SMITH, L. FOOKS]:**

*SUBJECT: The City Council will consider approval of programming for the City's annual Women's Equality Day commemoration.*

**RECOMMENDATIONS:** 1) Approve programming for Women's Equality Day commemoration and direct staff to coordinate, promote and televise the event; 2) Approve the use of City facilities and waive parking fees; and 3) Allow the consumption of alcoholic beverages on City-owned property and buildings.

**2.FF. SPONSORSHIP OF JOINT TASK FORCE ON HIV/AIDS IN CONJUNCTION WITH THE CONSULATE GENERAL OF ISRAEL IN LOS ANGELES [J. DURAN, I. OWENS, J. D'AMICO, M. REX]:**

*SUBJECT: The City Council will consider sponsorship of a joint Task Force on HIV/AIDS in conjunction with the Consulate General of Israel in Los Angeles to work on social, clinical, and scientific research issues relating to HIV/AIDS.*

**RECOMMENDATIONS:** 1) Approve the City of West Hollywood's sponsorship of a joint Task Force on HIV/AIDS in conjunction with the Consulate General of Israel in Los Angeles to work on social, clinical, and scientific research issues relating to HIV/AIDS and authorize the use of the City's name and logo on printed materials related to the work of the Task Force; 2) Approve the use of City venues for Task Force related events and a waiver of event permits, parking validations and associated fees; 3) Direct the Public Information Office to utilize all appropriate communication tools to produce and promote the work of the Task Force including, but not limited to, the City's website and social media tools; and 4) Authorize the City Manager to sign all required documents relating to this item.

**2.GG. CO-SPONSORSHIP OF THE 2015 WEST HOLLYWOOD DOG SHOW  
[J. DURAN, I. OWENS]:**

*SUBJECT: The City Council will consider co-sponsoring the West Hollywood Dog Show scheduled for Sunday, March 22, 2015 at West Hollywood Park.*

**RECOMMENDATIONS:** 1) Approve co-sponsorship of the West Hollywood Dog Show event, authorizing the use of the City name and logo on invitations, programs, and other collateral materials; 2) Approve in-kind support in the form of fee waivers for the event totaling a not-to-exceed amount of \$1,000; 3) Authorize the Recreation Services Division to work with the event producers to discuss logistics, organize, and publicize the event; 4) Authorize the Public Information Office to utilize all appropriate communications tools to promote the event, including, but not limited to the City's website and social media tools; and 5) Authorize the City Manager to sign and execute any necessary documents or forms relating to this event.

**2.HH. CO-SPONSORSHIP OF CUPID'S UNDIE RUN FOR THE CHILDREN'S  
TUMOR FOUNDATION [J. D'AMICO, M. REX]:**

*SUBJECT: The City Council will consider co-sponsorship of Cupid's Undie Run to benefit The Children's Tumor Foundation on February 14, 2015.*

**RECOMMENDATIONS:** 1) Approve co-sponsorship of the Cupid's Undie Run for The Children's Tumor Foundation on February 14, 2015 and authorize the use of the City name and logo on invitations, programs, and other collateral materials; 2) Approve in-kind support in the form of a waiver of special event permit fees, parking validations and other associated fees; 3) Authorize the Recreation Services Division to work with the event producers to discuss logistics and mitigations, organize and publicize the event; 4) Direct the Public Information Office to utilize all

appropriate communication tools to promote the event including, but not limited to, the City's website and social media tools; and 5) Authorize the City Manager to sign all required documents relating to this item.

**2.II. HOME BOX OFFICE (HBO) 2014 EMMY EVENT REQUEST TO CLOSE SAN VICENTE BOULEVARD [E. SAVAGE, C. SMITH]:**

*SUBJECT: The City Council will consider approval of requests from Home Box Office, Incorporated (HBO) for the 2014 Emmy's Event scheduled for Monday, August 25, 2014.*

**RECOMMENDATIONS:** 1) Provide the HBO production team with exclusive use of four parking spaces in the Five Story Parking Structure from Saturday, August 16 through Thursday, August 28, 2014; 2) Approve the closure of San Vicente Boulevard between Melrose Avenue and Santa Monica Boulevard from 2:00 p.m. on Monday, August 25, 2014 to 3:00 a.m. on Tuesday, August 26, 2014; and 3) Provide the first floor of the Five Story Parking Structure and the El Tovar Parking Lot for HBO event parking on Monday, August 25 and August 26, 2014. The first floor of the Five Story Parking Structure and the El Tovar Parking Lot will be closed to the public from 1:00 p.m. Monday, August 25 through 3:00 a.m. Tuesday, August 26, 2014.

**3. PUBLIC HEARINGS: None.**

**4. UNFINISHED BUSINESS:**

**4.A. WEST HOLLYWOOD PARK PHASE II MASTER PLAN IMPLEMENTATION PROJECT – CONFIRMATION OF PROGRAMMING PHASE COMPLETION AND AUTHORIZATION TO PROCEED INTO THE SCHEMATIC DESIGN PHASE [P. AREVALO, S. BAXTER, J. HUFFER, L. BELSANTI, J. SCHARE, F. CONTRERAS, S. DEWOLFE, J. ALKIRE, D. WILSON, J. LEONARD]:**

*SUBJECT: The City Council will consider and confirm the Programming Phase components of the West Hollywood Park Phase II Master Plan Implementation Project ("Project") and authorize staff to proceed into the Schematic Design Phase.*

**RECOMMENDATIONS:** 1) Confirm the Project's baseline Programming elements as presented to Council and described in this report in the "Baseline Programming Matrix" (EXHIBIT A); 2) Approve an increase in the Project budget of \$5.8 million, for a total project budget of \$85.8 million; additions include \$3.8 million for add-on items 1, 2, 3, 4, and 5, as recommended by staff in the "Add-On Programming Matrix" (EXHIBIT B), including an increase to the project budget by \$3 million to cover costs associated with the 'Grand Stair' building and architectural design element that was not contemplated in the original project analysis, Feasibility Study, or authorized Project budget, and \$2 million to account for increases to escalation, market conditions, and design contingency; 3) Approve completion of the Project's Programming Phase and authorize

staff to direct the design team to proceed with the Schematic Design Phase of the Project; 4) Direct staff to return to City Council at the completion of the Schematic Design Phase for authorization to proceed with Design Development; 5) Adopt a resolution adopting an addendum to the Mitigated Negative Declaration and approving an amendment to the West Hollywood Park Master Plan addressing the removal of the Werle Building and commercial parcels along Robertson Boulevard as components of the West Hollywood Park Master Plan: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE WEST HOLLYWOOD PARK MASTER PLAN AND ADOPTING A THE CORRESPONDING ADDENDUM TO THE ADOPTED WEST HOLLYWOOD PARK MASTER PLAN MITIGATED NEGATIVE DECLARATION"; and 6) Authorize the City Manager to execute all necessary documents related to the contracts and agreements approved by Council as part of this item and make any minor modifications.

**4.B. APPOINTMENT OF VOTING DELEGATES FOR THE LEAGUE OF CALIFORNIA CITIES [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will consider appointing a Voting Delegate and Voting Delegate – Alternate(s) for the League of California Cities in preparation for their upcoming Annual Conference.*

*RECOMMENDATION: Appoint a Voting Delegate and Voting Delegate – Alternate(s) to the Annual Conference of the League of California Cities.*

**4.C. DISCUSSION OF CITY COUNCIL MEETING SCHEDULE FOR SUMMER 2014 [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will consider revising the City Council Regular Meeting Schedule for the Summer months of 2014.*

*RECOMMENDATIONS: 1) Consider cancelling the August 4, 2014 meeting; 2) Reschedule the meeting of September 2, 2014 to September 8, 2014; and 3) Reschedule the meeting of September 15, 2014 to September 22, 2014.*

**5. NEW BUSINESS:**

**5.A. CITY RESPONSE TO PLANNED METRO FARE INCREASE [E. SAVAGE, D. GIUGNI, P. GOODMAN]:**

*SUBJECT: The City Council will review options for the City's response to the upcoming Metro fare increase.*

*RECOMMENDATION: Approve an increase to the current subsidy of \$6.00 per month to \$10.00 per month of the Senior/Disabled monthly bus pass for eligible West Hollywood residents. This will result in an additional program cost of approximately \$17,000, which is currently budgeted in Proposition A Account number 203-3-05-53-536029.*

**5.B. ASSIGNMENT AGREEMENT BETWEEN THE CITY OF BRADBURY AND THE CITY OF WEST HOLLYWOOD FOR THE EXCHANGE OF**

**PROPOSITION A LOCAL RETURN FUNDS [D. WILSON, J. LEONARD, E. SAVAGE, D. GIUGNI, P. GOODMAN]:**

*SUBJECT: The City Council will consider a General Fund trade agreement for Proposition A Local Return Funds with the City of Bradbury.*

**RECOMMENDATIONS:** 1) Approve a Proposition A fund trade agreement with the City of Bradbury for \$21,000 West Hollywood General Funds in exchange for \$30,000 City of Bradbury Proposition A Funds; 2) Authorize the City Manager to execute the agreement; 3) Authorize the Director of Finance and Technology Services to allocate \$21,000 from reserves committed for Proposition A purchases in the General Fund, to the Expenditure for Traded Funds account (100-1-03-31-531016); and 4) Authorize the Director of Finance and Technology Services to increase budgeted revenues in the Proposition A Fund, revenue account 203-421001, by \$30,000.

**5.C. CELEBRATION OF THE 30TH ANNIVERSARY OF THE INCORPORATION OF THE CITY OF WEST HOLLYWOOD [P. AREVALO, S. BAXTER, M. LOUIE, J. JIMENEZ, E. SAVAGE]:**

*SUBJECT: The City Council will consider approval of the proposed year-long celebration plan of the 30th Anniversary of the incorporation of the City of West Hollywood.*

**RECOMMENDATIONS:** 1) Review and approve the overall concept and plans as described in this report for the year-long celebration of the City's 30th Anniversary of Cityhood; and 2) Provide further direction to staff regarding the City's 30th Anniversary of Cityhood celebration activities.

**5.D. CO-SPONSORSHIP OF SUNSET STRIP HALF-MARATHON [J. DURAN, I. OWENS, J. D'AMICO, M. REX]:**

*SUBJECT: The City Council will consider co-sponsorship of the first annual Sunset Strip Half-Marathon.*

**RECOMMENDATIONS:** 1) Approve the City of West Hollywood's co-sponsorship of the Sunset Strip Half-Marathon and authorize the use of the City's name and logo on printed materials advertising the event; 2) Approve the use of West Hollywood Park and City property, including a waiver of event permits, parking validations and associated fees; 3) Authorize the sale of items related to the event on City-owned property; 4) Approve street closures for the event to take place along Santa Monica Boulevard from Fairfax Avenue to Doheny Drive; San Vicente Boulevard from Santa Monica Boulevard to Beverly Boulevard; Sunset Boulevard from Doheny Drive to Marmont Lane; and Beverly Boulevard from San Vicente Boulevard to Doheny Drive on Sunday, April 19, 2015 from 4:00 am to 12:00 pm; 5) Direct the Public Information Office to utilize all appropriate communication tools to promote the event including, but not limited to, the City's website and social media tools; 6) Direct staff to negotiate an agreement with RaceForce, LLC for the production of the

Sunset Strip Half-Marathon; and 7) Authorize the City Manager to sign all required documents relating to this item.

**EXCLUDED CONSENT CALENDAR:** Items removed from the Consent Calendar for separate discussion are considered at this time.

**6. LEGISLATIVE:**

**6.A. AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD REMOVING THE EXEMPTION FOR GOVERNMENT SUBSIDIZED UNITS FROM THE RENT STABILIZATION ORDINANCE AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE AND DECLARING THE URGENCY THEREOF [E. SAVAGE, P. NOONAN, C. SCHROEDER, J. HOLUB]:**

*SUBJECT: The City Council will consider adoption of an urgency ordinance amending the Rent Stabilization Ordinance in regard to government subsidized units (Section 8) and a resolution amending the West Hollywood Rent Stabilization Regulations.*

**RECOMMENDATION:** Introduce as an urgency ordinance, Ordinance No. 14-\_\_\_\_U – “AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD REMOVING THE EXEMPTION FOR GOVERNMENT SUBSIDIZED UNITS FROM THE RENT STABILIZATION ORDINANCE AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE AND DECLARING THE URGENCY THEREOF”.

**PUBLIC COMMENT:** This time is set aside for the public to address the Council on any item of interest within the subject matter jurisdiction of the Council that could not be heard under Item 1 at the beginning of the meeting.

**COUNCILMEMBER COMMENTS:** Additional general comments, announcements, requests of staff and/or other issues of concern to Councilmembers are briefly presented at this time.

**ADJOURNMENT:** The City Council will adjourn to their next regular meeting, which will be on Monday, August 4, 2014 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

**UPCOMING MEETING SCHEDULE:**

Date: August 4 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: August 18 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: September 2 – Tuesday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: September 15 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

AFFIDAVIT OF POSTING

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I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk  
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