

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
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: Mayor D'Amico called the meeting to order at 6:34 p.m.

PLEDGE OF ALLEGIANCE: Ruth Tittle 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 Assistant City Clerk Crowder**

APPROVAL OF AGENDA:

City Clerk Quarker indicated that Item 2.F. was revised to correct a typographical error and that a corrected version was provided to Council for approval.

Councilmember Land requested that Item 5.B. be moved to the Consent Calendar as Item 2.JJ.

Mayor D'Amico requested that Item 2.X. be moved to Excluded Consent.

Councilmember Duran requested that Item 5.D. be moved to the Consent Calendar as Item 2.KK.

Motion by Councilmember Prang to approve the July 21, 2014 Agenda as amended, seconded by Councilmember Land, and approved.

ADJOURNMENT MOTIONS:

Councilmember Duran requested that the meeting be adjourned in memory of Steven Sawyer.

Councilmember Land and Mayor Pro Tempore Heilman requested that the meeting be adjourned in memory of the passengers on the Malaysia Airlines flight that was shot down last week.

Councilmember Prang requested that the meeting be adjourned in memory of Matt Steinberg, who was recently killed in Israel. He also requested that the meeting be adjourned in memory of the following soldiers who died in Afghanistan since the last City Council meeting: Staff Sergeant David H. Stewart (34), Lance Corporal Adam F. Wolff (25), and Sergeant Thomas Z. Spitzer (23).

PRESENTATIONS:

Council presented proclamations to Alex Salazar, Kris Hatfield, Nyree Jennings, Misael Villalta, Joseph Porras, Aria Carnes, and Veronica Molner for completing their GED through the LAGLC.

Councilmember Land presented a Medal of Valor plaque to Los Angeles County Fire Captain Roy Ortiz for saving a driver from a burning vehicle while off duty.

Councilmember Land presented a plaque to outgoing Russian Advisory Board member Yefim Stolyarsky.

1. PUBLIC COMMENT:

TOM DEMILLE, WEST HOLLYWOOD, spoke regarding Item 2.DD.

YOLA DORE, WEST HOLLYWOOD, spoke regarding Item 2.BB.

CHRISTOPHER RICE, WEST HOLLYWOOD, spoke regarding Item 2.AA.

ERIC SHAW QUINN, WEST HOLLYWOOD, spoke regarding Item 2.AA.

LAUREN MEISTER, WEST HOLLYWOOD, spoke regarding Item 2.BB.

LARRY BLOCK, WEST HOLLYWOOD, spoke regarding Items 2.BB and 2.X.

STEPHANIE HARKER, WEST HOLLYWOOD, spoke regarding Item 2.BB.

CATHY BLAIVAS, WEST HOLLYWOOD, spoke regarding Item 2.BB.

PHILIP HOSKINS, WEST HOLLYWOOD, spoke regarding Item 2.BB.

GRACIELA IMPARRAGUIRRE, WEST HOLLYWOOD, spoke regarding Item 2.Z.

RICHARD GIESBRET, WEST HOLLYWOOD, spoke regarding Item 2.AA.

OSCAR RINGEL, WEST HOLLYWOOD, expressed concern with the price of utilizing the tennis courts at Plummer Park.

SCOTT DIRETTE, GRANADA HILLS, expressed concern with the price of utilizing the tennis courts at Plummer Park.

BEN COLEMAN, WEST HOLLYWOOD, spoke regarding Item 2.BB.

MICHAEL KING, WEST HOLLYWOOD, spoke regarding Item 2.BB.

WADLEY, WEST HOLLYWOOD, spoke regarding the Melrose Triangle project.

DONALD ELMBLAD, WEST HOLLYWOOD, expressed concern with the ongoing electrical repairs on San Vicente Blvd.

COLE ETTMAN, WEST HOLLYWOOD, congratulated the Gay Men's' Chorus and Councilmember Duran. He spoke in support of a dog park in West Hollywood Park, and also expressed his concern with the price of utilizing the tennis courts at Plummer Park.

COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:

Councilmember Land reported on the recent Pow Wow event held on June 28, 2014 at Plummer Park, and thanked everyone involved in producing such a successful event. She acknowledged staff for their work on the "One City; One Pride" events and reported that over 44 events were held with approximately 3,500 people attending the month long celebration. She informed the public about "Every Woman Counts" a free breast cancer screening program, and encouraged those who need to access this State-funded program, to call 800-511-2300. She announced that August 2nd is the City's E-waste Recycling and Shredding Event at the El Tovar Parking Lot from 9:00 a.m. -12:00 p.m. She spoke briefly about water conservation and the role everyone plays in conservation. She discussed Item 2.BB and encouraged staff to utilize social media to get the City's message to the public. She spoke regarding Item 5.D. and requested that the City looks to secure financial sponsors for this event. She asked the City Manager to follow-up regarding public comments surrounding the prices for utilizing the tennis courts at Plummer Park.

Councilmember Prang spoke briefly regarding former Russian Advisory Board member Yefim Stolyarsky and thanked him for his service as a Veteran and to the City of West Hollywood. He followed up on the comments by Councilmember Land regarding the State's water drought and requested that Staff develop some type of enforcement policy for those that abuse water. He also requested that Staff to hire a consultant to assemble the City's municipal archives as part of the 30th anniversary. He announced that President Obama issued an executive order regarding transgender workers in the federal government. He discussed pedestrian safety and indicated that the Transportation Commission should be tasked with dealing with this issue.

Councilmember Duran reported that he recently attended National Association of Latino Elected Officials (NALEO) Conference in San Diego and attended various workshops on water conservation, homelessness, and Veteran services. He stated that Israel shared some great ideas regarding water policies and suggested that the City look at what steps they took to go from a drought to a water surplus. He spoke in support of Item 2.Z. and reviewing the needs of the current signage at La Jolla. He spoke in

support of Items 2.FF and 2.GG and thanked his colleagues for their support. He spoke regarding Item 2.BB and provided a brief history on the efforts of Council regarding pedestrian safety throughout the City as well as on Santa Monica Boulevard. He disclosed that the President of HBO contributed to his campaign and that there is an Item regarding an HBO event on the Agenda.

Mayor Pro Tempore Heilman spoke regarding Item 2.S. and expressed concern with the continuity of staff and how this may delay process times for constituents. He asked the City Manager to look into this issue. He spoke regarding the upcoming Gay Games. He spoke regarding water conservation and reported that the State Water Resources Board will be issuing Fines to those that abuse water and the that Public Works Department will be bringing an Item to Council regarding enforcement. He introduced two new Council Interns who will be working in his office. He spoke regarding Item 2.BB and stated that this Item is the beginning of a campaign that will include discussions on pedestrian activated crosswalks and lighting issues at City crosswalks. He asked City Manager Arevalo to investigate exactly what work is being done by Southern California Edison on San Vicente Boulevard. He thanked everyone who participated in the Noise Ordinance meetings. He spoke regarding Item 2.Z. and clarified that the Item is proposing a trial removal of the turn restrictions to determine if the restrictions are still needed, as they have not been enforced in the last few years.

Mayor D'Amico reported that he recently attended meetings at the White House and was excited to be present when President Obama announced his plans regarding LGBT Rights in the Federal Government. He reported that he met with members of the Appropriations Committee on Transportation and Housing and spoke to them regarding the ongoing issues the City is facing with HUD and the Section 8 Program. He also reported that he sent a follow-up letter to this Committee as well. He reported that he obtained a commitment from CIM regarding the Wall at The Lot to have it repainted within six months. He reported that in response to public comments regarding the Palm Avenue Apartments, he sent his Deputy Michelle Rex, and Public Facilities Commissioner Donna Saur to take a tour of the complex and they both reported that the building is both well maintained and well managed by the West Hollywood Community Housing Corporation. He spoke regarding the upcoming National Night Out Event scheduled on August 5, 2014 and encouraged everyone to attend.

CITY MANAGER'S REPORT:

City Manager Arevalo spoke regarding public comments surrounding the pricing at the tennis courts and stated that staff will bring an Item to Council with a report on the program. He spoke regarding Mayor Pro Tempore Heilman's comments regarding Item 2.S. and stated that staff has worked with the temporary staffing agency and the gaps in services have been addressed. He reported that Community Development is hiring a consultant to document and memorialize the Council's vision for the MTA site. He informed Council that staff will provide a report at a future Council meeting on water conservation and commended Facilities Staff for their current conservation efforts in the City. He spoke briefly regarding pedestrian safety at crosswalks and provided statistics on this issue for the last three years.

FISCAL IMPACT ON CONSENT CALENDAR:

City Clerk Quarker stated that the fiscal impact on the Consent Calendar is \$1,012,496.00 in expenditures, \$63,250.00 in potential revenue, and \$4,094.00 in waived fees.

2. CONSENT CALENDAR:

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.

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 June 23, 2014. **Approved as part of the Consent Calendar.**

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.

ACTION: 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". **Approved as part of the Consent Calendar.**

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.

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

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.

ACTION: Deny the claims of Galena Rabkin, Mercury Insurance (Adam Henry) and Adam Henry and refer them to the City's claims adjuster. **Approved as part of the Consent Calendar.**

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.

ACTION: 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". **Approved as part of the Consent Calendar.**

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".

ACTION: 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". **Approved as part of the Consent Calendar.**

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.

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

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.

ACTION: 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". **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar, with Mayor D'Amico voting No.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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). **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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

ACTION: Adopt Resolution No. 14-4592 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE AFFORDABLE HOUSING SCHEDULES". **Approved as part of the Consent Calendar.**

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.

ACTIONS: This Item was moved to Excluded Consent.

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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

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

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

2.JJ. (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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

2.KK. (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.

ACTIONS: 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. **Approved as part of the Consent Calendar.**

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.

Jeffrey Huffer, Strategic Initiatives Manager, Francisco Contreras, Senior Planner, and representatives from LPA Inc., Rios Clemente Hale Studios, and Heery International, provided background information as outlined in the staff report dated July 21, 2014.

Mayor Pro Tempore Heilman requested clarification as to why Staff did not recommend the option of an off-leash dog park in the project. Francisco Contreras indicated that this Item was not part of the originally approved West Hollywood Park Master Plan and to include it now, would require additional environmental review.

Mayor D’Amico spoke regarding the three locations for children’s areas and inquired as to why no space had been allocated for dogs in a City that has more pets than children. He spoke in support of including an off-leash dog park in the project.

MANNY RODRIGUEZ, WEST HOLLYWOOD, spoke in support of including an off-leash dog park.

ESTHER BAUM, WEST HOLLYWOOD, spoke in opposition to the proposed pool location, and in support of including an off-leash dog park.

MARK LEHMAN, WEST HOLLYWOOD, spoke in support of the Item.

RUTH TITTLE, WEST HOLLYWOOD, spoke in support of the Item.

JAMES BALLARD, LOS ANGELES, spoke in support of the Item.

RICHARD GEISBRET, WEST HOLLYWOOD, spoke in support of the Item, but expressed concern with the lighting in the tennis court area that spills into the neighborhoods.

MICHAEL HAYDEN, WEST HOLLYWOOD, spoke in support of including an off-leash dog park.

JOHN VERGARA, WEST HOLLYWOOD, spoke regarding the cost of the project and asked that Council ensures that the needs of all residents are met.

DAVID WARREN, WEST HOLLYWOOD, spoke in support of including an off-leash dog park.

CATHY BLAIVAS, WEST HOLLYWOOD, spoke in support of the Item and in support of including an off-leash dog park.

LAUREN MEISTER, WEST HOLLYWOOD, spoke in support of the Item and in support of including an off-leash dog park.

GREGORY KARNS, WEST HOLLYWOOD, spoke in support of including an off-leash dog park.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in support of including elements in the park for seniors and spoke in opposition to the proposed location of the pool.

JACQUELYN PUND, WEST HOLLYWOOD, spoke in support of including an off-leash dog park.

STEPHANIE HARKER, WEST HOLLYWOOD, spoke in support of the Item and in support of including an off-leash dog park.

Councilmember Duran thanked City Staff and the consultants for the presentation and all those who provided public comment. He indicated that Council wanted to meet the needs of all constituents, but he also mentioned the challenges the City faces with limited real estate. He concurred with Mayor D'Amico's comments regarding the number of children in the City and stated that only 6% of the residents of West Hollywood are families with children and that the senior community is decreasing. He spoke regarding public comments surrounding the proposed location of the pool and stated that by placing pool on the roof of the building, 3 acres of green space will be added to the Park. He spoke in support of approving the recommended items and discussing the "add-on" items. He spoke regarding the AIDS monument and requested that Staff and the Consultants ensure that the monument is something interactive and provides information on the history of West Hollywood. He spoke in support of directing the Public Facilities Commission to take the lead on investigating the inclusion of an off-leash dog park in the project, and the proposed alley improvements.

Councilmember Prang thanked staff and the consultants for their hard work in developing the design for this project. He spoke in support of utilizing drought-tolerant landscaping. He requested that a large area for soccer, softball, and/or football needs to be included in the design. He discussed the off-leash dog park and indicated that Council has an obligation to find opportunities for off-leash dog parks when possible.

Councilmember Land thanked staff and the consultants for their work on this project. She commented on the additional items that are being proposed, specifically the Grand Staircase, the adult fitness aspects, and the El Tovar entrance of the park. She spoke in support of the improvements to the alley and the off-leash dog park being referred to the Public Facilities Commission for further study.

Mayor Pro Tempore Heilman thanked everyone who spoke on this Item and the team for their hard work. He commented that the goal is to create a park that includes elements for all residents. He spoke regarding the requests for an off-leash dog park and how it may affect the EIR for the project. He spoke in support of investigating several ideas to help solve this issue, including a separate area for dog's off-leash, timed uses of the park, or a relaxation of the City's enforcement of having a dog off-leash in a public park. He spoke in support of Staff's recommendations and the proposed "add-ons."

Mayor D'Amico requested that Staff move the Tot Lot area closer to the Tot Lot Room. He also requested that Staff look into changing the design of the running stairs on the Grand Staircase to have the UP on one side and the DOWN on the other and not through the middle of the staircase. He spoke regarding the upcoming meeting to discuss the AID Monument and requested that the meeting be moved to 4 p.m. – 6 pm, so that those who work can also attend. He spoke in support of including an off-leash dog park and requested that Council direct the Landscape Architect to develop an innovative design that can be brought back to Council for review.

ACTIONS: 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 Resolution 14-4594, 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. **Motion by Mayor Pro Tempore Heilman seconded by Councilmember Land including the additional elements proposed by staff is approved.**

Motion by Mayor D'Amico to also direct Staff to: 1) Provide information on additional parking; which would include the possibility of going one full level underground and/or going a half-level underground and providing triple-stacked parking; 2) Direct the Landscape Architect to provide Council with an assessment on how the City can accommodate off-leash dog use in the park; and 3) include a multi-use field in the park. Motion seconded by Councilmember Duran and unanimously approved.

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.

ACTION: Council appointed Councilmember Land as the Voting Delegate 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.

Councilmember Duran indicated that he would not be able to attend the proposed September 8, 2014 meeting.

ACTIONS: 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. **Motion by Councilmember Land seconded by Mayor D'Amico and approved.**

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.

David Giugni, Social Services Manager and Perri Sloan Goodman, Transportation Program Administrator provided background information as outlined in the staff report dated July 21, 2014.

LARRY BLOCK, WEST HOLLYWOOD, spoke in support of the City providing the full subsidy to residents.

The following individuals did not wish to speak but expressed support for the item: Lauren Meister, West Hollywood; Cathy Blaivas, West Hollywood; and Stephanie Harker, West Hollywood.

Councilmember Land spoke in support of approving the Alternate Recommendation; which would allow the City to cover the entire increase.

Councilmember Prang spoke in support of approving the Alternate Recommendation; which would allow the City to cover the entire increase

Mayor Pro Tempore Heilman spoke in support of approving the Alternative Recommendation for the proposed increase, but also spoke regarding future review of income requirements should the City need to cover future increases to the program.

ACTION: Approve the Alternate Recommendation to maintain the current client cost of \$8.00 per month and absorb the entire increase. **Motion by Councilmember Land, seconded by Councilmember Prang and approved.**

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.

ACTION: This Item was moved to the Consent Calendar.

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.

Elizabeth Savage, Director of Human Services and Rent Stabilization provided background information as outlined in the staff report dated July 21, 2014.

City Manager Arevalo reported that Staff met before the Council meeting and is now requesting that Council approve the overall calendar of events and elect a standing City Council Sub-Committee to further develop the programming for this year-long celebration.

ACTIONS: 1) Review and approve the overall calendar and early enhancements as outlined in the Staff Report; and 2) Work with a Council Sub-Committee consisting of Mayor D'Amico and Mayor Pro Tempore Heilman on programming, for the City's 30th Anniversary of Cityhood celebration activities. **Motion by Councilmember Duran seconded by Councilmember Prang and approved.**

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.

ACTION: This Item was moved to the Consent Calendar.

EXCLUDED CONSENT CALENDAR:

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.

Maribel Louie, Acting Economic Development Manager, provided background information as outlined in the staff report dated July 21, 2014.

Mayor D'Amico spoke in opposition to Staff's recommendation and requested clarification on how many more businesses would be needed to meet the 51% requirement. He also requested clarification on what outreach had been conducted to secure enough businesses. Ms. Louie clarified that the formula for the formation of a BID is based on the assessment for each property, and not a specific number of businesses that sign the petition. She further provided

information on outreach efforts made by Staff and the Consultant to the Santa Monica Blvd. business community.

Mayor D'Amico expressed concern and requested clarification on what outreach had been performed to secure enough businesses. Ms. Louie spoke regarding the outreach efforts of staff and the consultant.

Mayor Pro Tempore Heilman spoke regarding possibly adjusting the boundaries of the proposed Business Improvement District (BID). Ms. Louie indicated that staff previously reviewed adjusting the boundaries in several ways and neither option was economically feasible to the businesses.

Councilmember Land spoke regarding the process to date and stated that this may not be the right time for the creation of a BID on Santa Monica Blvd. She spoke in support of Staff's recommendation.

Councilmember Duran spoke regarding competition among businesses as a possible hindrance to the process.

ACTIONS: 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. **Motion by Councilmember Land, seconded by Councilmember Duran and the motion FAILED.**

Motion by Mayor Pro Tempore Heilman to Table the Item, seconded by Councilmember Prang and approved with Councilmember Land voting No.

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).

Elizabeth Savage, Director of Human Services and Rent Stabilization, provided background information as outlined in the staff report dated July 21, 2014.

DONALD ELMBLAD, WEST HOLLYWOOD, spoke in opposition to the Item.

The following individual did not wish to speak but expressed opposition for the item: DAVID JUAREZ, LOS ANGELES

ACTION: Adopt Ordinance No. 14-942U – “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”. **Motion by Councilmember Prang, seconded by Councilmember Duran and approved.**

PUBLIC COMMENT:

Jeanne Dobrin, WEST HOLLYWOOD, spoke regarding green space and water conservation.

COUNCILMEMBER COMMENTS:

Councilmember Land wished Mayor Pro Tempore Heilman a belated Happy Birthday.

ADJOURNMENT: The City Council adjourned at 11:02 p.m. in memory of Steven Sawyer, Matt Steinberg, the passengers on the Malaysia Airlines flight that was shot down last week, and all the soldiers who died in Afghanistan since the last City Council meeting. The City Council will adjourn to their next regular meeting, which will be on Monday, August 18, 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 18TH day of August, 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