

**BUSINESS LICENSE COMMISSION  
CITY OF WEST HOLLYWOOD  
MINUTES  
TUESDAY, SEPTEMBER 14, 2021  
TELECONFERENCE MEETING**

1. **CALL TO ORDER**– Chair Saltzman called the meeting to order at 6:03 p.m.

2. **PLEDGE OF ALLEGIANCE**– Chair Saltzman led the Pledge of Allegiance.

3. **ROLL CALL**

PRESENT: Commissioner Alden  
Commissioner Eisenberg  
Commissioner Lo  
Commissioner Vulin  
Commissioner Yusupov  
Vice Chair Matos  
Chair Saltzman

ABSENT: None

ALSO PRESENT: Director of Public Works, Jackie Rocco  
Code Compliance Manager, Danny Rivas  
Code Compliance Supervisor, Yessica Benitez  
Commission Secretary, Falyn Kingi  
Community and Legislative Affairs Manager, John Leonard  
Associate Planner, Dereck Purificacion  
City Attorney, Lauren Langer

4. **APPROVAL OF AGENDA**

*SUBJECT:* The West Hollywood Business License Commission is requested to approve the agenda.

**ACTION:** Approve the agenda for Tuesday, September 14, 2021. **Motion by Commissioner Alden, seconded by Commissioner Vulin and approved.**

5. **APPROVAL OF MINUTES**

*SUBJECT:* The West Hollywood Business License Commission is requested to approve the Minutes of the previous Business License Commission Meeting on August 18, 2021.

**ACTION:** Approve the minutes of Wednesday, August 18, 2021. **Motion by Commissioner Yusupov, seconded by Commissioner Alden and approved.**

6. **PUBLIC COMMENT**

None.

7. **PUBLIC HEARING**

**A. APPLICATION BY WHERE EAGLES FLY, LLC FOR A CANNABIS BUSINESS LICENSE FOR CONSUMPTION AREA (EDIBLES) FOR THE BUSINESS KNOWN AS FANTOM FLOWER, TO BE LOCATED AT 8811 SANTA MONICA BOULEVARD**

*SUBJECT:* The West Hollywood Business License Commission shall conduct a public hearing to consider the application by Where Eagles Fly, LLC for a Cannabis Business License for a Consumption Area (Edibles), for the business known as Fantom Flower, to be located at 8811 Santa Monica Boulevard.

Commission Secretary, Falyn Kingi, informed the Commission that all notices were posted at the City's three legally required posting locations and mailed to occupants within a 500-foot radius of the business.

Code Compliance Supervisor, Yessica Benitez, presented the staff report dated September 14, 2021.

ALEX KARDOS, APPLICANT, introduced his team and expressed his gratitude for the opportunity to come before the Commission to continue their presentation from their last public hearing held on June 28, 2021.

KEVIN BRADY, APPLICANT, provided an overview of Fantoms Flower's proposed development and construction plan, including the plan for the window opacity, and partnership with a third-party food vendor, Mecha. He stated that Fantom Flower would be presenting a speaker series curated by Patricia Arquette and offered to show a short video presentation.

Commissioner Eisenberg requested clarification on the food service the business would offer. KEVIN BRADY, APPLICANT, informed the Commission that Mecha Restaurant would be the sole food vendor.

Commissioner Vulin requested to see the mentioned short video curated by Patricia Arquette. KEVIN BRADY, APPLICANT, presented the short film.

GENEVIEVE MORRILL, spoke in support of item 7A.

JACKIE SUBECK, spoke in support of item 7A.

JONATHAN WATTERS, spoke in support of item 7A.

JEFF NAPSHIN, had multiple questions for the applicant. City Attorney Lauren Langer, called a point of order and reminded the speaker that public comments were meant for statements and comments regarding the item.

DONNA, spoke in support of item 7A.

ALEX KARDOS, APPLICANT, stated that the upscale restaurant would be a great addition to the neighborhood.

Vice Chair Matos inquired about the opening timeline and the continued outreach to the community. ALEX KARDOS, APPLICANT, responded accordingly.

Commissioner Vulin made a motion to approve staff's recommendation. Commissioner Lo seconded the motion.

**ACTION:** Adopt Resolution No. BLC21-0009, "A RESOLUTION OF THE BUSINESS LICENSE COMMISSION OF THE CITY OF WEST HOLLYWOOD APPROVING CANNABIS CONSUMPTION AREA (EDIBLES) BUSINESS LICENSE #CCE-000003 FOR THE BUSINESS KNOWN AS FANTOM FLOWER TO BE LOCATED AT 8811 SANTA MONICA BOULEVARD." (Attachment A)  
**Motion by Commissioner Vulin, seconded by Commissioner Lo and approved.**

**B. APPLICATION BY VALKYRIE RETAIL, LLC FOR A CANNABIS BUSINESS LICENSE FOR CONSUMPTION AREA (SMOKING, VAPING, EDIBLES) FOR THE BUSINESS KNOWN AS THE VILLA NOBLE WEHO LOUNGE TO BE LOCATED AT 8001 SANTA MONICA BOULEVARD, UNIT A**

*SUBJECT:* The West Hollywood Business License Commission shall conduct a public hearing to consider the application by Valkyrie Retail, LLC for a Cannabis Business Consumption Area (Smoking, Vaping, Edibles), for the business known as Villa Noble West Hollywood Lounge to be located at 8001 Santa Monica Boulevard, Unit A.

Commission Secretary, Falyn Kingi, informed the Commission that all notices were posted at the City's three legally required posting locations and mailed to occupants within a 500-foot radius of the business.

Code Compliance Supervisor, Yessica Benitez, presented the staff report dated September 14, 2021.

VERED NISIM, APPLICANT, MICHAEL TANHA, APPLICANT, and JADE GREEN, CONSULTANT, provided an overview of the location, design, business concept parking, security, staff education, odor control, community impact, and annual tax revenue.

The Commission posed questions about the third-floor restaurant and the proposed amenities provided by the applicant. JADE GREEN, CONSULTANT, responded.

Vice Chair Matos requested to know the timeline of the construction phase. JADE GREEN, CONSULTANT, responded.

The Commission commended the applicant for their presentation.

Commissioner Eisenberg inquired about the restaurant and managing customer parking. JADE GREEN, CONSULTANT, and Community and Legislative Affairs Manager, John Leonard responded and explained the plans and current regulations.

Vice Chair Matos asked about the membership option. JADE GREEN, CONSULTANT, responded.

JACKIE SUBECK, spoke in support of item 7B.

GENEVIEVE MORRILL, spoke in support of item 7B.

JONATHAN WATTERS, spoke in support of item 7B.

JAKE STEVENS, spoke in support of item 7B.

SHERRI FRANKLIN, spoke in support of item 7B.

DANI SHAKER, spoke in support of item 7B.

Vice Chair Matos requested clarification on the condition and renewal process of the business license. Community and Legislative Affairs Manager, John Leonard, and Code Compliance Supervisor, Yessica Benitez, explained the business license process.

Commissioner Yusupov made a motion to approve staff's recommendation. Commissioner Vulin seconded the motion.

**ACTION:** Adopt Resolution No. BLC21-0016, "A RESOLUTION OF THE BUSINESS LICENSE COMMISSION OF THE CITY OF WEST HOLLYWOOD APPROVING CANNABIS CONSUMPTION AREA (SMOKING, VAPING, EDIBLES) BUSINESS LICENSE #CCA-000007 FOR THE BUSINESS KNOWN AS VILLA NOBLE WEHO LOUNGE TO BE LOCATED AT 8001 SANTA MONICA BOULEVARD UNIT A." (Attachment A) **Motion by Commissioner Yusupov, seconded by Commissioner Vulin and approved.**

**C. APPLICATION BY MARINATE FOR AN EXTENDED HOUR BUSINESS LICENSE LOCATED AT 8943 SANTA MONICA BOULEVARD**

*SUBJECT:* The West Hollywood Business License Commission shall conduct a public hearing to consider the application for an Extended Hour Business License at an existing restaurant known as Marinate, located at 8943 Santa Monica Boulevard.

Commission Secretary, Falyn Kingi, informed the Commission that all notices were posted at the City's three legally required posting locations and mailed to occupants within a 500-foot radius of the business.

Code Compliance Supervisor, Yessica Benitez, presented the staff report dated September 14, 2021, and provided detailed background information on the business.

MAT YURIDITSKY, APPLICANT, introduced himself and made mention of his business partner, Scott. He provided a brief presentation on his business and reason for requesting the extended hour business license. In addition, he requested that the requirement for a security guard be waived.

Commissioner Yusupov requested information on the current security guard and inquired about neighboring businesses that are open until 3:00 a.m. MAT YURIDITSKY, APPLICANT, responded.

GENEVIEVE MORRILL, spoke in support of item 7C

Director of Public Works, Jackie Rocco, provided background on the 2017 code change that authorizes the Commission to waive or modify the security guard requirement.

The Commission, staff, and MAT YURIDITSKY, APPLICANT, had a detailed discussion regarding the need for a security guard to be on-site during extended hours.

Vice Chair Matos asked City Attorney Lauren Langer if the Commission could legally dismiss the need for a security guard and if it has ever been done. City Attorney, Lauren Langer, responded.

Commissioner Alden suggested that the Commission move forward with the public hearing and allow the business owner to come back to the Commission to discuss removing the security guard requirement.

Commissioner Lo informed the Commission that the item could be brought back in three to six months with a report to re-evaluate if a security guard is needed. Code Compliance Manager, Danny Rivas, agreed.

MAT YURIDITSKY, APPLICANT, agreed with the condition suggested by Commissioner Lo.

Commissioner Vulin motioned to approve staff's recommendation. Chair Saltzman seconded the motion.

Commissioner Yusupov motioned to waive the requirement for a security guard for the next six months. Commissioner Eisenberg seconded the motion.

Vice Chair Matos offered an amendment to require the item to come back to the Business License Commission for review after six months. Commissioner Yusupov agreed.

City Attorney, Lauren Langer, confirmed that the Commission agreed to Commissioner Yusupov's motion and suggested verbiage to revise the resolution.

**ACTION:** Adopt Resolution No. BLC21-0017, "A RESOLUTION OF THE BUSINESS LICENSE COMMISSION OF THE CITY OF WEST HOLLYWOOD APPROVING EXTENDED HOUR BUSINESS LICENSE NO. EXT-004733 FOR THE BUSINESS KNOWN AS MARINATE, LOCATED AT 8943 SANTA MONICA BOULEVARD". (Attachment A) **Motion by Commissioner Yusupov, seconded by Commissioner Eisenberg, noting the no vote of Commissioner Vulin, and approved as amended.**

**8. SPECIAL ITEMS**

None.

**9. NEW BUSINESS**

None.

**10. UNFINISHED BUSINESS**

**A. UPDATE ON THE LOS ANGELES COUNTY HEALTH ORDER AND THE CONTINUED EFFORTS TAKEN BY THE CITY TO SUPPORT LOCAL BUSINESSES AFFECTED BY THE COVID-19 PANDEMIC**

*SUBJECT:* The West Hollywood Business License Commission will receive an update regarding the Los Angeles County Health Order and the City's efforts to support local businesses affected by the COVID-19 pandemic.

Code Compliance Manager, Danny Rivas, provided background information as provided in the staff report dated September 14, 2021, and informed the Commission that Los Angeles County has reported a total of three-thousand-four-hundred-twenty-one (3,421) positive COVID-19 cases, forty-three (43) deaths in West Hollywood due to the COVID-19 pandemic and seventy-seven percent (77%) of West Hollywood residents have been vaccinated. He discussed the City's efforts to assist impacted businesses and the vaccine mandate.

Commissioner Lo spoke and expressed his sincere concern with the City's vaccine mandate as a business owner and resident. He reminded the Commission of the Oath that was taken upon being sworn in to serve on the Business License Commission and stated he did not agree with the mandatory vaccine and removed himself from making any decision regarding the vaccine. Commissioner Alden thanked him for expressing his concerns, agreed with his statement, and expressed deep concern for the mandate.

**ACTION:** Receive and file.

**11. ITEMS FROM STAFF**

Code Compliance Manager, Danny Rivas, spoke about the challenges in scheduling a study session and assured them that a study session would be scheduled in the coming months.

Vice Chair Matos requested that the Commission join the study session when scheduled.

**12. PUBLIC COMMENT**

None.

**13. ITEMS FROM COMMISSIONERS**

Commissioner Vulin suggested that the security requirements are reviewed and revised by the Commission, to ensure that requirements are fair for all. Code Compliance Manager, Danny Rivas, agreed to place the item on a future agenda.

Vice Chair Matos spoke about the zoning analysis requested by the City Council regarding the sensitive use map in the Rainbow District. He asked if the results could be brought before the Commission. The Commission and staff continued to discuss the boundaries of the map and the number of cannabis businesses allowed in the Rainbow District.

Chair Saltzman requested that the study be brought before the Commission once it is completed.

The Commission continued to discuss what the study included and City Attorney, Lauren Langer, explained that City Council gave a directive for a zoning analysis to be performed.

The Commission continued to discuss what the zoning study would include, and Commissioner Eisenberg suggested that the City Council meeting is reviewed. A few of the Commissioners asked that the City Council meeting be sent to them. Code Compliance Manager, Danny Rivas, agreed to send the video to the Commission.

**14. ADJOURNMENT**

The West Hollywood Business License Commission adjourned at 8:47 p.m. to its next special meeting, which will be on Tuesday, September 21, 2021, at 6:00 p.m., and to be held via teleconference.

PASSED, APPROVED, AND ADOPTED by the Business License Commission of the City of West Hollywood at a meeting held this 21<sup>st</sup> day of September 2021.

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ROBERT SALTZMAN, CHAIR

ATTEST:

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ANA HERNANDEZ, ACTING COMMISSION SECRETARY