

MINUTES

FEBRUARY 27, 1986

CITY COUNCIL MEETING

STUDY SESSION

7:00 P.M. - PLUMMER PARK, HALL A

CALL TO ORDER: The meeting was called to order by Mayor Heilman at 7:19 p.m.

PLEDGE OF ALLEGIANCE: The Pledge of Allegiance was led by Mayor Heilman.

ROLL CALL: Present: Albert, Terrigno,
Viterbi, Schulte,
Mayor Heilman

Also
Present: City Manager -
Brotzman

APPROVAL OF AGENDA: To approve agenda with the addition of one proclamation. Hearing no objection so ordered.

PROCLAMATION: Honoring Ronald S. Kates, Vice President of the Chamber of Commerce: Proclamation present by Councilmember Viterbi. No action taken.

STUDY SESSION:

1. Promotional and Marketing Program:

ACTION: To adopt the recommendations in concept with the following amendments:

1. To add to Goals as No. 7, "To increase the revenues of the city, to increase sales tax, transit occupancy tax and to enhance the possibility of increasing property tax on nonresidential properties."

2. To substitute for No. 6 under Goals, "And create specialized themes districts or industrial districts to support those plans."

3. To amend Item 3 to read "work items" in stead of "attached budget".

4. Amend No. 5 under Goals to read, "To attract Southern California regional residents and national and international visitors to West Hollywood."

5. To add an evaluation process at the end of one year.

6. Not to approve budget and possible funding options at this time but to have them brought back in six weeks.

Motion Viterbi seconded Schulte.

AYES: Albert, Terrigno,
Viterbi, Schulte,
Mayor Heilman

NOES: None
Motion carried.

Direction: To have staff come back in six weeks with budget analysis with cost and benefit analysis.

2. **Metro Rail Presentation:** RTD spokesperson, Otis Hendricks addressed the Council on the issue of metro-rail.

Direction: For Council to meet individually with Mark Winogron to discuss possible routes.

Schedule Public Hearing on March 20th, for public input.

ADJOURNMENT: Mayor Heilman adjourned the meeting at 11:00 p.m. to a regular Council meeting at West Hollywood Park, 7:00 p.m., on March 6, 1986.