

Approved, 6/5/86

MINUTES

APRIL 15, 1986

CITY COUNCIL MEETING

**WEST HOLLYWOOD PARK
6:00 P.M.**

CALL TO ORDER: The meeting was called to order by Mayor Heilman at 6:22 p.m.

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

ROLL CALL:

Present:	Albert, Viterbi, Schulte, Mayor Heilman
Absent:	Terrigno
Also Present:	City Manager - Brotzman City Attorney - Jenkins

APPROVAL OF AGENDA: The following is a list of recommendations by Council amending the evening's agenda:

Pull Item 4b from agenda.

Motion: To approve agenda as amended. Hearing no objection so ordered.

1. Canvass of the Vote of the General Municipal Election, April 8, 1986 - Resolution No. 181: ACTION: To approve Resolution No. 181. "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, RECITING THE FACT OF GENERAL MUNICIPAL ELECTION HELD ON APRIL 8, 1986, DECLARING THE RESULT AND SUCH OTHER MATTERS AS PROVIDED BY LAW." Motion Viterbi second Albert.

AYES: Albert, Viterbi,
Schulte,
Mayor Heilman

NOES: None
Motion carried.

2. Swearing-In Ceremony:

The Certificates of Election were presented by the City Clerk.

The Oath of Office was administered by the City Clerk to the following newly elected Council persons:

John Heilman

Helen Albert

Steve Schulte

3. Reorganization of City Council: ACTION: To retain current Mayor and Mayor Pro-tempore until the 1st of June, 1986. Motion Viterbi second Albert.

AYES: Albert, Schulte,
Viterbi,
Mayor Heilman

NOES: None
Motion carried.

DIRECTION: Council directed the City Attorney to explore time limitations between political contributions and votes of Council.

Council recessed at 6:35 p.m.

Council reconvened at 6:45 p.m.

4. STUDY SESSION:

a) **Promotional and Marketing Program for West Hollywood:**
ACTION: To approve in concept, the staff recommendation as modified that:

1. Approve the budget.
2. Adopt the business indicators and tracking systems recommended by the Ad Hoc Promotional and Marketing Task Force.
3. Approve the Chamber of Commerce's proposal for involvement in the promotional marketing program: Leaving it up to the Non-Profit Promotional and Marketing Corporation to contract with the Chamber on certain items.
4. Approve the expenditure of \$500,000 in general fund monies for a promotional and marketing program.

5. Instruct staff to work with the Task Force to incorporate the non-profit corporation and work with the Council and Chamber to determine membership criteria, recruitment, terms of the corporate board and advisory committee.

6. Instruct staff to prepare the contract between the City and the non-profit corporation to implement the promotional and marketing program.

By the consensus of the Council so ordered.

b) **Goals:** Goals Study Session set by Council for 6:00 p.m. May 8, 1986.

ADJOURNMENT: The meeting was adjourned at 8:00 p.m. to a Council Meeting at West Hollywood Park on April 17, 1986 at 7:00 p.m.