

MINUTES
WEST HOLLYWOOD CITY COUNCIL

AUGUST 29, 1985

- CALL TO ORDER: The meeting was called to order at 7:15 p.m. by Mayor John Heilman in West Hollywood Park.
- ROLL CALL: Present: Albert, Schulte, Viterbi, Terrigno, Mayor Heilman
Absent: None
Also Present: City Manager Brotzman
City Attorney Jenkins
- PLEDGE OF ALLEGIANCE: The Pledge of Allegiance was led by the City Manager.
- APPROVAL OF AGENDA: Councilmember Albert requested that AIDS Awareness Month be added to the Agenda as Item 4. Mayor Heilman requested the addition of Item 4a, a letter of condolence and Item 4b, future meeting dates.
ACTION: To approve the agenda as amended. Motion Schulte seconded by Viterbi, Hearing no objection it was so ordered.
- APPROVAL OF MINUTES: ACTION: To approve the minutes of May 2, 1985, August 15, 1985 and August 22, 1985. Motion Viterbi seconded by Albert. Hearing no objection it was so ordered.
- ITEM 1:
TREE TRIMMING: The City Manager reported that serious conditions exist regarding the overgrowth of miscellaneous species of trees in the courtyard quadrant located due west of the swimming pool at West Hollywood Park. In this general area very large tree limbs stretch above and across pedestrian area and their cracking and/or breaking could seriously injure people. Surface roots also are protruding above grade level approximately 4 to 6 inches which could also cause injury to those in the area.
ACTION: To authorize United Pacific to perform the necessary emergency work involving the tree trimming and root pruning of eleven trees, to be completed prior to September 6, 1985 and not to exceed \$4,480. Motion Schulte seconded by Mayor Heilman. Hearing no objection it was so ordered.
- ITEM 2:
HUNTLEY DRIVE: Doris Stegman reported that staff felt the need to hire a consultant to coordinate all of the efforts and agencies involved in the Huntley Drive problem. The City Manager reported that they had received 2 proposals, one from Dames and Moore and one from Woodward - Clyde Consultants. He recommended that the Council give staff authority to select one of these companies within a budget limit of \$15,000.

ITEM 2: (cont'd.)
HUNTLEY DRIVE:

Council discussion ensued involving the question of health hazards and the County Health Departments lack of response to the City and the problem.

ACTION: To approve a budget of \$15,000 for the first phase of the contract and if monitoring phase is needed come back to the Council for separate authorization. To also authorize staff to select one of the two companies or, if contract not signed by next Thursday, to be returned to the City Council for approval. Motion Mayor Heilman seconded by Schulte. Hearing no objection it was so ordered.

ITEM 3:
RESOLUTION
NO. 101:
SUPERFUND

Mayor Heilman reported he had brought this item to the Council for approval.

ACTION: To approve Resolution No. 101, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD SUPPORTING A FEDERAL SUPERFUND REAUTHORIZATION." Motion Terrigno seconded by Schulte. Hearing no objection it was so ordered.

ITEM 4:
AIDS AWARENESS,
MONTH:

Helen Goss, Public Information Officer, reported that this off-agenda item had been proposed by Councilmembers Albert and Schulte. This recommended plan was the result of an August 28th brainstorming session. This project would be composed of two sections: The Public Education element consisting of three public forum and home workshops with smaller groups run by an outside consultant. The second section, Public Awareness, would be conducted through Media with help from an outside consultant; with brochures that are available from United Way being distributed throughout the community; distribution of a bookmarker with AIDS information, a calendar flier to be distributed door to door, with posters and maybe, through an existing agency, a Hotline.

ACTION: To table action on this proposal until after the recess to allow time for further study. Motion Mayor Heilman seconded Viterbi. Hearing no objection it was so ordered.

ITEM 4a:
LETTER OF
CONDOLENCE:

Mayor Heilman asked for Council approval to send a letter of condolence to the family of Ken Edwards, Councilmember from Santa Monica, over the signature of the Mayor and Council.

ACTION: To approve. By the consensus of the Council.

ITEM 4b:
MEETING DATES:

By consensus of the Council, the following dates were approved:

- September 10th - Zoning Workshop -
Hall-A, Plummer Park - 6 to 12 p.m.
- September 12th - Study Session on
appointment process for Commission
Hall-A, 7 p.m.
- September 19th - Regular Meeting (1p.m.)

ITEM 4b: (cont'd)
MEETING DATES:

September 26 - Workshop on Code Enforcement and Rent Control Enforcement - Hall A, 7 p.m.
 October 3rd - Regular meeting cancelled.
 October 10th - Workshop on Large Development and Transportation - Hall A, 7 p.m.
 October 17th - Regular meeting
 October 30th - Study Session - Hall A, 7 p.m.

STUDY SESSION:
GOAL SETTING:

The City Manager reported that in order for any organization to be truly successful it is necessary for it to establish long-term goals, identify objectives that must be reached in order to realize the long-term goals, as well as develop policies and implement programs that will move the organization toward these goals. However, the establishment of long-range goals in any organization, and particularly in a city government, is not accomplished by simply bringing together a few key decision-makers and arbitrarily identifying the organizational goals. Rather, the process requires substantial involvement and commitment at all levels, and in the case of the city, involvement from the community at large. Without this type of involvement, many long range goals are likely to be short-lived.

The Council had already recognized this fact and had retained a team of consultants to work with the Council and the community in developing long-range goals affecting land use policy, housing, circulation, noise, open space, conservation, safety, social services, community design, and parks and recreation. Included in the contract was a substantial commitment of resources designed to insure community involvement in the process. The City Manager recommended that the Council consider the following four issues:

1. Where do we stand in the current general plan process, particularly as it relates to the goals that individual Councilmembers have identified?
2. Are all of the goals identified by individual Councilmembers, as well as the major goals identified by the community, included in the general plan process?
3. Recognizing that there are limitations in both time and money available, what proportion of Council, staff, and independent consultant/contractor time should be spent on the development of long-term goals vs. implementation of short-term programs; and
4. What are the top priority short-term programs that can and should be implemented simultaneously with the longer term goal-setting process within the next twelve months?

The following table compares broader issues areas in which goals will be set through the general plan process, with a number of goals that have been identified by individual Councilmembers.

STUDY SESSION:	<u>GENERAL PLAN</u>	<u>COUNCILMEMBERS</u>
GOAL SETTING:	Land Use	Economic Dev.
(cont'd.)	Housing	Affordable Housing
	Circulation	Transportation
	Noise	Retention of Current
	Open Space	Social Character
	Conservation	Community Involvement
	Safety	Affirmative Action
	Social Services	Public Safety
	Community Design	Social Services
	Parks and Recreation	Dev. of Visual
		Identity
		Culture and Fine Arts
		Opportunity
		Women's Issues
		Stabilize Operations

Short-term goals currently in progress include:

1. Development of City organization structure and hiring of staff,
2. Evaluation of current contract services and consideration of augmentation and alternate delivery,
3. Development of internal operating procedures,
4. Augmentation of zoning and code enforcement,
5. City beautification,
6. Community involvement-

Specific projects that have been recommended by Council include:

- a. RFP for social service programs for homeless persons and street youth to the age of 21,
- b. Sidewalk clean-up,
- c. Trash receptacles for Santa Monica Boulevard,
- d. Rent Control Workshop,
- e. Enhanced park maintenance,
- f. Appointment of Rent Control Board,
- g. Assessment of no investment in South Africa ordinance,
- h. Small business Council and plans for business symposium,
1. Establishment of parking authority
- j. Staff relations: Council/Staff workshop
- k. Telecommunications,
- l. Aids Awareness Week and Public Education Campaign,
- m. Farmer's Market
- n. Establishment of commissions, committees, and task forces,
- o. Adoption of smoke alarm ordinance.

Recognizing the financial and staff time limitations that exist, it is clear that a balance will have to be reached in terms of the amount of time devoted toward the establishment of long-term goals vs. the implementation of short-term programs. Furthermore, it will be necessary for Council to prioritize both in order to ensure that resources that are available are utilized in a manner consistent with Council desires.

STUDY SESSION:
GOAL SETTING:
(cont'd.)

City Manager's memo.

Recess was called at 9:00 P.M..

Council was reconvened at 9:20 P.M..

The Councilmembers individually stated their goals not previously listed.

COUNCILMEMBER
VITERBI:

1. Review County Agencies:
 - a. Course to be taken
 - b. Services to be augmented
2. Physical development of City:
 - a. Redevelopment
 - b. Historic preservation
 - c. Acquisition of land in City Urban pocket parks
 - d. Public facilities plan -
City Hall
Civic Center
 - e. Long term fiscal projections/
Short term fiscal projections
 - f. Look at fiscal impact of projects

COUNCILMEMBER
TERRIGNO:

1. Economic Development:
 - a. Bus. revitalization
 - b. Attracting Business
 - c. Visitors Bureau
2. Green Space -
tree plantings
3. Restrict density while maintaining character of West Hollywood.
4. Cable T.V.
5. Transportation
6. Telecommunications System

COUNCILMEMBER
SCHULTE:

1. Transportation -
Taxi Shuttle System
2. Immigrant Services -
Find way to Communicate
3. Green Space -
Safe places for kids to play
4. Zoning Enforcement
5. Small Business Development

COUNCILMEMBER
ALBERT:

1. Women's Affairs -
 - a. Day Care
 - b. Insurance
2. Transportation for Seniors.
3. Affordable Housing

STUDY SESSION:
GOAL SETTING:

- MAYOR HEILMAN:
1. Environment
 - a. Physical
 - b. Hazardous Waste
 2. Education -
What to do to supplement
 3. Insurance -
Affordability of living in West Hollywood
 4. Planning -
Prevent other cities from impacting West Hollywood
 - a. Transportation
 - b. Metro-rail
 5. How City Council works

MANAGEMENT
REPORTING:

The City Manager proposed that a three level management reporting system be established. The first level would be weekly or bi-weekly newsletters for any important administrative or management issues that are under consideration or have been acted upon within the past week or two. These newsletters would also form the basis of a verbal management report provided to the Council on the first and third Thursday of each month.

The second reporting level would involve a monthly report consisting primarily of the compilation of statistical information from each of the City's departments reflecting the activities of that department during the past month, summarizing activities during the year-to-date with a comparison of this information for the same month last year as well as the past year-to-date. Examples of this information include such items as number and type of building permits issued, code enforcement complaints process, major crime activity, etc. The final report would be prepared on a quarterly basis and would provide a status report on the management objectives adopted by the City. In addition to these basic reporting documents, efforts would be made to keep Council apprised of major issues or events occurring within the City.

The consensus of the Council was that, other than a fiscal analysis on all projects, they are getting adequate information from staff. They would like better communication and information on what other Councilpersons are doing. The City Manager reported that he would be re-recruiting for a Finance Officer after the Assistant City Manager was on board.

ITEM 4:
AIDS AWARENESS
MONTH:
(cont'd.)

ACTION: To adopt the AIDS Awareness project as outlined, including the proposed budget. Motion Albert seconded by Schulte. Hearing no objection it was so ordered.

The City Council adjourned to closed session at 10:20. The Council reconvened at 10:43. Mayor Heilman announced they had discussed litigation and personnel and had given direction to the City Attorney to file as a Friend of the Court in Fischer vs. Berkley.

ADJOURNMENT:

The meeting adjourned at 10:45 p.m. to a regular meeting, Thursday, September 5 at 7:00 p.m. at West Hollywood Park.