

**SPECIAL MEETING  
CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
MINUTES  
FRIDAY, DECEMBER 10, 2010  
WEST HOLLYWOOD PARK  
647 N. SAN VICENTE BOULEVARD**

**CALL TO ORDER:** Mayor Pro Tempore Duran called the meeting to order at 8:01 A.M.

**PLEDGE OF ALLEGIANCE:** Hernan Molina led the pledge.

**ROLL CALL:**

**PRESENT:** Councilmember Horvath, Councilmember Land,,  
Councilmember Prang and Mayor Pro Tempore Duran.  
**ABSENT:** Mayor Heilman.  
**ALSO PRESENT:** Assistant City Manager English, City Attorney Jenkins, City  
Clerk West and Administrative Specialist Vespoint.

**APPROVAL OF AGENDA:**

**Motion by Councilmember Land, seconded by Councilmember Horvath to approve the December 10, 2010 agenda , noting the absence of Mayor Heilman.**

**1. PUBLIC COMMENT: None**

**COUNCILMEMBER COMMENTS: None.**

**CITY MANAGER'S REPORT: None**

**2. CONSENT CALENDAR:**

**ACTION: The Consent Calendar was approved by consensus noting the absence of Mayor Heilman.**

**2.A. POSTING OF AGENDA:**

*The agenda for the meeting of Friday, December 10, 2010 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Wednesday, December 8, 2010.*

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

**4. UNFINISHED BUSINESS:**

**4.A. INITIATIVE MEASURE REGARDING A TAX ON OFF-SITE ADVERTISING AND ALLOWING TALL WALL ADVERTISING SIGNS**

**TO BE PLACED ON BUILDINGS ON SANTA MONICA AND BEVERLY BOULEVARDS [T. WEST, C. SCHAFFER]:**

*The City Council will consider adopting resolutions related to placing an initiative measure on the ballot for the March 8, 2011 General Municipal Election. The initiative is a proposed ordinance imposing a tax on off-site advertising and allowing tall wall advertising signs to be placed on buildings on Santa Monica and Beverly Boulevards.*

MICHAEL JENKINS, CITY ATTORNEY, provided background information as outlined in the staff report dated December 10, 2010.

Councilmember Land asserted that she supports the adoption of the resolutions reluctantly as she believes the initiative is flawed and illegal.

Councilmember Duran stated that he has no position on the measure and does not wish to be a part of a written argument for or against it.

In response to a question from Councilmember Prang with respect to the second resolution under consideration, City Attorney Jenkins clarified that Council, as a body, has first priority to submit a written argument. Alternatively, a written argument may be submitted that does not have the signatures of all members of Council.

In response to a question from Councilmember Land with respect to the second resolution under consideration, and with particular regard to the absence of the Mayor at the meeting, City Attorney Jenkins stated that Council may adopt the resolution and that the Mayor may choose to withdraw from signing the written argument.

In response to a question from Councilmember Horvath with respect to the second resolution under consideration, City Attorney Jenkins agreed that the reader of the written argument may justifiably conclude that the argument's signatories are not in favor of the initiative.

Councilmember Prang stated that he would be delighted to add his name to the written argument and is comfortable in voting for the second resolution that would authorize any members of Council to sign the written argument. In response to a question from Councilmember Prang, City Attorney Jenkins stated that up to five people may sign the argument, allowing for those who are not members of City Council to sign the argument if the full body does not sign it.

Councilmember Land expressed her support of the third resolution, which would allow for rebuttal arguments.

**ACTION:** 1) Adopt Resolution No. 10-4109, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CALLING AND

GIVING NOTICE OF THE HOLDING OF A GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, MARCH 8, 2011 FOR THE SUBMISSION TO THE VOTERS A QUESTION RELATING TO A TAX ON OFF-SITE ADVERTISING AND ALLOWING TALL WALL ADVERTISING SIGNS TO BE PLACED ON BUILDINGS ON SANTA MONICA AND BEVERLY BOULEVARDS”; **Motion by Mayor Pro Tempore Duran, seconded by Councilmember Land and approved, noting the absence of Mayor Heilman;** 2) Adopt Resolution No. 10-4110, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, SETTING PRIORITIES FOR FILING WRITTEN ARGUMENTS REGARDING CITY MEASURES AND DIRECTING THE CITY ATTORNEY TO PREPARE AN IMPARTIAL ANALYSIS” **Motion by Councilmember Land, seconded by Councilmember Prang and approved, noting the absence of Mayor Heilman;** and 3) Adopt Resolution No. 10-4111, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, PROVIDING FOR THE FILING OF REBUTTAL ARGUMENTS FOR CITY MEASURES SUBMITTED AT MUNICIPAL ELECTIONS.” **Motion by Councilmember Land, seconded by Councilmember Prang and approved, noting the absence of Mayor Heilman.**

**ADJOURNMENT:** The City Council adjourned at 8:18 a.m. to their next regular meeting, which will be on Monday, December 20, 2010 at 6:30 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 20<sup>th</sup> day of December, 2010 by the following vote:

AYES:	Councilmember:	Land, Prang, Mayor Pro Tempore Duran, and Mayor Heilman.
NOES:	Councilmember:	None.
ABSENT:	Councilmember:	Horvath.
ABSTAIN:	Councilmember:	None.

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JOHN HEILMAN, MAYOR

ATTEST:

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THOMAS R. WEST, CITY CLERK