

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
SPECIAL STUDY SESSION MEETING WITH
WEST HOLLYWOOD CHAMBER OF COMMERCE
MONDAY, APRIL 29, 2002
WEST HOLLYWOOD PARK**

1. **CALL TO ORDER:** Mayor Guarriello called the meeting to order at 6:08 P.M.

2. **ROLL CALL:**

PRESENT: Councilmember Duran, Heilman, Prang, Mayor Pro Tempore Martin and Mayor Guarriello.

ABSENT: None.

ALSO PRESENT: City Manager Paul Arevalo, City Clerk Russell and Assistant City Clerk Taylor

3. **APPROVAL OF THE AGENDA:**

ACTION: Moved by Councilmember Duran and seconded by Councilmember Heilman to approve the April 29, 2002 agenda. Motion carried unanimously.

4. **STUDY SESSION:**

4.A. STUDY SESSION WITH THE WEST HOLLYWOOD CHAMBER OF COMMERCE:

Ray Reynolds, Director of Economic Development and Special Projects provided background information as outlined in the staff report dated April 29, 2002.

RECOMMENDATION: Review and discuss community issues with Chamber of Commerce.

Arich Berghamner, President, West Hollywood Chamber, provided an overview of the West Hollywood Chamber Commerce and the benefits the organization provides to the City of West Hollywood.

Hilary Selvin, Executive Director, West Hollywood Chamber, gave a brief slide presentation and overview on the West Hollywood Chamber of Commerce's services and mission.

Gene Smith, Boardmember, spoke regarding parking issues. He outlined several goals concerning parking within the City. He also stated shared parking would benefit City businesses and residents.

Paul Arevalo, City Manager, stated that the City is aggressively trying to develop additional parking within the City. He also stated that in the City's Strategic Planning process the acquisition of additional parking is a major goal for the City.

Mayor Pro Tempore Martin stated that parking has been part of the planning process since the City's inception. He also stated that the City needs to create a new funding source to pay for additional parking.

In response to Councilmember Duran, Mr. Lehman stated that the Chamber and City needs to work together on addressing parking solutions.

Councilmember Heilman stated that the business community needs to stop locating new businesses on parcels that have inadequate parking.

Patrick Kibby, Boardmember, spoke regarding traffic circulation and traffic flow within the City. He also provided possible solutions, which included reverse lanes at peak hours and designated turn controls.

Patricia Fry, Boardmember, spoke regarding public safety within the City.

Nita Kraser, Boardmember, spoke regarding the need to explore how businesses and residents can co-exist.

Mark Lehman, Boardmember, spoke regarding the cost of doing business in West Hollywood. He also stated that the Chamber would like to see a streamline of permitting processing for new businesses.

Hilary Selvin, Executive Director, spoke regarding business vacancies and the cost of leasing business properties within the City.

Russ Wilson, Boardmember, spoke regarding the marketing and promotion of businesses within the City. He also stated that City needs a conference facility.

Councilmember Heilman stated that creating numerical goals for parking is a good goal and he also stated that the noticing requirements is also a good idea. He directed the City Manager and Public Safety Division to work with the businesses in the Fairfax area on the transient population. He also stated that the City and Chamber needs to target businesses for the vacancies that have occurred in the City.

Councilmember Prang stated that parking is a major project for the City. He also stated that shared use of parking spaces between residents and businesses should be continued.

Councilmember Duran commented on the use of empty parking lots within the City. He stated that we need encourage business patrons to use additional parking lots. He stated that the residents and business do agree on better traffic flow and traffic circulation.

Mayor Pro Tempore Martin s stated that the Chamber and the City need to be partners in attracting businesses to the City.

Mayor Guarriello stated that parking and parking structures are priority issues for Council and staff. He also stated that we do not educate the residents enough on how business effect the over all growth of the City.

5. PUBLIC COMMENT:

SOFIA GELMAN, WEST HOLLYWOOD, spoke regarding literacy of senior immigrants.

DAN SEGAL, WEST HOLLYWOOD, spoke regarding various negatives with doing business within the City.

LAUREN MEISTER, WEST HOLLYWOOD, spoke regarding how the City does business within the City. She also recommended that the city use vendors within the City for City projects.

JAMES LITZ, WEST HOLLYWOOD, spoke regarding special events within the City and the effect that street closures have on businesses during the event.

NEAL ZAVSLASKY, WEST HOLLYWOOD, thanked the Council for their participation.

6. COUNCILMEMBER COMMENTS: None.

7. CLOSED SESSION:

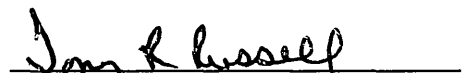
The City Council recessed into a closed session at 7:40 P.M. Council added two items to the Closed Session Agenda: one item of Real Property negotiations regarding properties comprising the Gateway project; negotiations with J.H. Synder; and one item of Pending Litigation, Tohl vs. City of West Hollywood. The meeting adjourned at 8:40 P.M. with no reportable action.

8. ADJOURNMENT: The City Council adjourned the meeting at 8:40 P.M. The next regular meeting will be on Monday, May 6, 2002 at 6:30 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

APPROVED BY A MOTION OF THE WEST HOLLYWOOD CITY COUNCIL THIS 6th
DAY OF MAY, 2002.


MAYOR

ATTEST:


TONY RUSSELL, CITY CLERK