

**SPECIAL MEETING OF THE WEST HOLLYWOOD CITY COUNCIL
AND
STUDY SESSION REGARDING ECONOMIC DEVELOPMENT
MINUTES
MONDAY, SEPTEMBER 10, 2001
HYATT WEST, SUNSET BALLROOM
8401 SUNSET BOULEVARD**

CALL TO ORDER: Mayor Heilman called the meeting to order at 6:24 p.m.

PLEDGE OF ALLEGIANCE: Ron Kates led the pledge.

ROLL CALL:

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

ABSENT: None.

ALSO PRESENT: City Manager Paul Arevalo, City Clerk Russell, and Administrative Assistant Bell.

APPROVAL OF THE AGENDA:

ACTION: Approve the September 10, 2001 Agenda as presented. **Moved by Councilmember Prang and seconded by Councilmember Martin and unanimously carried.**

4. CONSENT CALENDAR:

ACTION: Approve Item 4.A. **Moved by Councilmember Prang and seconded by Councilmember Martin and unanimously carried.**

4A. RESOLUTION SETTING THE DATE AND LOCATION FOR A PUBLIC HEARING REGARDING THE PROPOSED VACATION OF PORTIONS OF SIDEWALK AND AIRSPACE ADJACENT TO THE BUILDING LOCATED AT 8560 SUNSET BOULEVARD:

RECOMMENDATION: Adopt Resolution No. 01-2575, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DECLARING ITS INTENTION TO VACATE OF A PORTION OF THE SIDEWALK ON THE WEST SIDE OF THE 1500 BLOCK OF ALTA LOMA ROAD ADJACENT TO THE BUILDING LOCATED AT 8560 SUNSET BOULEVARD AND TO VACATE A PORTION OF THE AIR SPACE ABOVE THE SIDEWALK AT 8560 SUNSET BOULEVARD IN THE CITY OF WEST HOLLYWOOD AND SETTING A TIME AND PLACE FOR A PUBLIC HEARING THEREON."

ACTION: Approved as part of the Consent Calendar.

5. DISCUSSION ITEMS:

5.A. ECONOMIC DEVELOPMENT STATUS REPORT:

Ray Reynolds, Director of Economic Development and Special Projects, provided background information as outlined in the staff report dated, September 10, 2001.

Alison Maxwell, Development Specialist, introduced Sam Gennawey and Pat McLaughlin, MIG Facilitators.

5.B. DEFINING ECONOMIC DEVELOPMENT SUCCESS FOR THE CITY:

Sam Gennawey, MIG Facilitator asked, "How do you define Economical Success?"

Mayor Heilman stated that he wanted businesses to provide sufficient revenues for the City and various employment opportunities for the residents.

Mayor Pro Tem Guarriello stated that he wanted to know where the parking is going to come from to facilitate the businesses and employment in the City.

Councilmember Martin stated that he wanted the budget balanced, more parking and he stated that he understood the challenges of having no buffer between the businesses and the residents. He further stated that he wanted the City to take advantage of being the cultural capital of the gay and lesbian community and to appreciate and protect its nightclubs.

Councilmember Prang stated that he wanted the Eastside to be able to contribute more to the economy. He also agreed that the uniqueness of the City should be capitalized in marketing. He stated that the Russian culture is an undeveloped resource.

Councilmember Duran stated that neither capital nor revenue are created. The City needs to be constantly doing cost analyses to carefully balance the interests of the residents and in doing so, capital and revenue will exist as by products. He also stated that the tourism industry is the City's greatest strength.

Sam Gennawey, MIG Facilitator, asked, "What do we have that is working and what things should we be cautious of and not go in that direction?"

Mayor Heilman stated that the City is blessed with a fabulous business community, redevelopment is going well but he stated his concern regarding the efforts to create new parking in the City. He also stated that he would like the City to become more proactive in marketing, that it should be more specialized and less generalized.

Councilmember Duran stated that the City should let the rest of the world know what it is that the City of West Hollywood does well and to continue to make sure that we are recognized as a City and that we are not confused with the City of Los Angeles or Beverly Hills.

Councilmember Prang stated that traffic and noise are the by products of our success and he would like to mitigate these areas as much as possible.

5.C. BREAKOUT DISCUSSIONS ON ISSUE AREAS:

Mildred Ramos Majoros, Development Specialist, provided instructions detailing the procedure for the breakout discussions and she introduced the following facilitators:

- **BUSINESS RETENTION AND ATTRACTION** - Group #1 - Hillary Selvin, Executive Director of the West Hollywood Chamber of Commerce.
- **WORKFORCE DEVELOPMENT** - Group #2 - Vivian Segal, Angie Cooper, and Anne Factor, Jewish Vocational Service.
- **VISITORS AND TOURISM** - Group #3 – Brad Burlingame, Executive Director of the West Hollywood Visitors and Convention Bureau .
- **RESIDENT AND BUSINESS INTERACTION** - Group #4 – Mark Persico, Director of Community Development.
- **THE BIG THREE BUSINESS DISTRICTS** - Group #5 – Joan English, Director of Transportation .

5.D. REPORT BACK FROM DISCUSSION GROUPS:

Group #1 –reported that the new developments, the marketing of Sunset Millennium and the LaBrea Gateway has been an improvement to the City of West Hollywood. It was further stated that they would like to attract small businesses, such as high tech internet based web companies, multimedia companies and more Russian businesses.

It was also stated that the demographics illustrate that the Russian culture is increasing and the City should look at entertainment businesses to attract them. The group determined that travel and tourism was an obvious industry to pursue in marketing along with the gay, lesbian, bisexual and transgender community. The group also decided that they would like to see more new development. The consensus of the group

was that power was a problem in the City and that increases in utility rates pose a serious economic barrier.

Group #2 – reported that the most important thing was to educate the residents about the services and businesses that exist by advertising with the neighborhood watch groups, gay newspapers, create a video, find another public access station and working with the West Hollywood Chamber of Commerce on the website.

Group #3 – reported that the City should create a Theatre of Arts and Cultural Center to focus on arts and teaching; artists on the boulevard; focus on the MOCA; focus on one marketing team to push all marketing areas within the City. The barriers would be parking and traffic.

Group #4 – reported that the City should focus on empathy and education, along with creating a symbiotic relationship with the community. The group decided that a cute phrase to allow for a great relationship with the residents and businesses should be created.

Group #5 – reported that they would like to see more marketing and branding; using the neighbors as advocates; promoting and capitalizing on the small and medium businesses; making use of the Strategic Plan and the Sunset Plan; more mixed use opportunities in place. The barriers were reported as being parking, lack of communication and external competition.

5.E. CONCLUSION AND NEXT STEPS:

Mayor Heilman stated that MIG would be compiling the information and furnishing a report.

6. PUBLIC COMMENT:


JEANNE DOBRIN, WEST HOLLYWOOD, stated that the residents were at a disadvantage due to the lobbyists representing businesses and she encouraged the City to enforce the rules fairly for residents and businesses alike.

7. COUNCILMEMBER COMMENTS: None.

8. ADJOURNMENT: The City Council adjourned at 8:30 p.m. to their next regular meeting on Monday, September 24, 2001 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 24TH DAY OF SEPTEMBER, 2001.


MAYOR


CITY CLERK