

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES**

STUDY SESSION REGARDING ECONOMIC SUMMIT 2000
MONDAY, MARCH 27, 2000
WEST HOLLYWOOD PARK AUDITORIUM

6:15 P.M. – CLOSED SESSION
7:15 PM – STUDY SESSION

CLOSED SESSION: 6:15 P.M.

1. **RECESS INTO CLOSED SESSION:** The City Council will recess into Closed Session to discuss Public Employee Employment under G.C. 54957 for the position of City Manager.

STUDY SESSION: 7:15 P.M.

1. **CALL TO ORDER:** Mayor Heilman called the meeting to order at 7:32 P.M.
2. **PLEDGE:** Assistant City Clerk Bell and Administrative Staff Assistant Bursztin led the Pledge.
3. **ROLL CALL:**
PRESENT: Councilmembers Guarriello, Martin, Mayor Pro Tempore Prang, and Mayor Heilman.
ABSENT: Councilmember Koretz arrived at 9:10 P.M.
ALSO PRESENT: Interim City Manager Arevalo, Assistant City Clerk Bell and Administrative Staff Assistant Bursztin.
4. **REPORT OF CLOSED SESSION:** Mayor Heilman reported that there were no reportable actions take.
5. **WELCOME:** Mayor Heilman welcomed everyone and gave special thanks to Economic Development and Housing Manager Winderman for planning the Summit.

Interim City Manager Arevalo provided a brief overall financial report that included revenue trends and favorable economic impacts over the past half-decade. He stated that there was significant growth of the general revenue fund. He stated that it is staff's goal to provide a balanced budget. He detailed future resource issues including tax legislation in Sacramento.

6. **BACKGROUND:** Economic Development and Housing Manager Winderman introduced David Wilson, Development Specialist. He spoke about the revitalization of East Side and the publicizing of the City's low crime rate. He also spoke about the Kings Road Parking structure and negotiations with the County of Los Angeles with regards to the International Shopping Council. He stated recent successes as the Sunset Specific Plan and the adoption of the East Side Redevelopment Plan and the creation of a 35-member Project Area Committee to provide a voice for the people on the East Side.

Regional Trends and West Hollywood Trends: Jack Kyser – Los Angeles Economic Development Corporation. He spoke of strong job growth and reducing unemployment. He spoke about an increase of 9% of taxable sales in the County of Los Angeles. He discussed concerns of a re-occurrence of inflation. He stated that the gas crisis could have a negative financial impact with regards to summer tourism in Southern California. He mentioned forthcoming major events in West Hollywood such as the National Democratic Convention in August, the opening of the Disney California Adventure in 2001 and the Hollywood Highland Project in 2002. He stressed that there is a concern about the lack of capacity of hotels and access to Southern California due to the Los Angeles Airport expansion. He stated concerns regarding runaway production outside of southern California, although it is not as bad as originally forecasted. He stated that there is an increasing return to feature film production in Los Angeles. He mentioned that the Federal Government is offering low-cost loans for 1 to 15 million-dollar budget films to offset runaway productions. He stated a possible negative element is a possible strike by the Screen Actors Guild. He stated that Los Angeles is a design industry due to the high levels of creativity and a great deal of these design capabilities is just being recognized. He spoke about LA BY DESIGN as being a major national and international business development tied into IMAX. He identified education and land-use issues as concerns. He stated that there is a housing crisis forthcoming like that of the late 1980's. Apartment rental rates and the price of a new home are major concerns.

Mayor Heilman thanked Mr. Keyser for speaking at the summit and explaining where West Hollywood fits into the County of Los Angeles.

Economic Development and Housing Manager Winderman provided additional information that was included in the staff report dated March 27, 2000.

7. **SMALL GROUP DISCUSSIONS:** Small group discussions were held on the topics listed below with a subsequent report back from the groups. Mayor Heilman announced the title of each group and that thirty (30) minutes would be allowed for the small group discussions which began at 8:07 P.M. and ended at 8:55 P.M.

A) Business Retention and Expansion:

1.) Diversifying the Economic Base, High Tech Businesses:

Elana Buegoff, Development Specialist, spoke about smart businesses and moving the community into the high tech business direction. She discussed various tax incentives to upgrade buildings, potential telecommunication systems, installation of the new conduit along Santa Monica Boulevard and housing and land-use development.

2.) Major Projects – PDC, The Lot, Millennium:

Elana Buegoff, Development Specialist, also spoke about major projects happening at the Pacific Design Center and the increasing parking and traffic issues. She mentioned that the small group discussion also highlighted the encouragement of more development along Santa Monica Boulevard near the Gateway Site as a means of drawing people out along the Boulevard.

B) Enhancing the City's Image:

Brad Burlingame, Director of West Hollywood Visitors and Convention Bureau, provided an outline of the small group discussion that detailed possible special events.

1.) Roles of Organizations, Creating a Business-friendly Environment:

He spoke of greater communications so that all areas of the City benefit. He mentioned a campaign in the Los Angeles Business Journal. He also suggested that the City market the opportunities that exist here.

2.) Special Events:

Mr. Burlingame mentioned major special events that included the Academy Awards, the Los Angeles Gay and Lesbian Pride and Halloween. He suggested that the City leverage these events into greater success for the benefit of the community. He mentioned that Halloween is a particularly powerful event that has been built up over the years and could potentially include a one-night concert with a big name, a broadcast on HBO or paid-for-view. He mentioned that Halloween could be a week of events. He stated that the Pacific Design Center is primed for a big event. He spoke of music events and an event for the Russian Community such as "A Taste of Russia". He spoke of art events, signage and images that people have of West Hollywood. He noted that the borders of the City are confusing for those who come into the city. He stated that the Sunset Strip is the cities strongest icon.

Councilmember Koretz arrived at 9:10 P.M.

C) Infrastructure Development:

Councilmember Martin presented the report of the small group discussion that focused on four issues; the encouragement of high tech industries, the investment in parking and convention conferences, space and a strategic plan for Santa Monica Boulevard and Gateway identity programs.

1). Parking, Conference Center, Santa Monica Boulevard Strategic Plan:

Councilmember Martin discussed the creation of new parking resources and how to finance new parking such as bids or taxes. He mentioned the needs that have not been satisfied for employee parking and specific sites on Sunset Boulevard and Santa Monica Boulevard. He recommended a joint study with Beverly Hills on visitor meeting space.

D. Districts – East Side Redevelopment –Avenues of Art and Design and New Business Improvement Districts:

Mark Bastos from the Hyatt on Sunset and Alison Maxwell, Development Specialist, provided the report from the small group discussion that included the feasibility of setting up a new business district on Sunset Boulevard. They also spoke of marketing, redevelopment, anti-cursing ordinances, and urban design.

E. Residents and Businesses:

Ric Rickles provided the report of the small group discussion.

1). Interface between the Residential and Business Communities and Jobs:

He suggested that the utilization of the neighborhood watch to be a medium in which businesses and residences could come closer together to decrease the hostility between the two. He mentioned that this exists with both the east and west sides. He spoke about traffic being a problem, auto space issues and the trend towards larger cars. He stated that seniors have a need for increased communication through affordable cable telecasting to seniors and immigrants to become more involved. He also stated that the Internet could prove a useful tool in reaching the seniors. He stated that he hopes to see more multi-use buildings, the incorporation of local populations into the development of the Gateway Project. He discussed how many West Hollywood residents including seniors could be employed by such projects. He mentioned the need for a special event to bring the general population into the world of the Russian communities including their businesses.

Mayor Heilman directed Economic Housing and Development Manager Winderman to prioritize the items that are feasible and detail the methods in which to implement the items in a report to Council. This would enable the City Council to discuss which items are best and how to work them into the budget.

8. CITIZEN COMMENTS:

MARK MONGOMERY, BEVERLY HILLS, Representative from Sunset Plaza, spoke about aggressive capital plans such as the re-paving of Sunset Boulevard and business friendly capital improvements. He also spoke about the recent traffic problems with the Academy Awards parties.

RIC RICKLES, WEST HOLLYWOOD, spoke about traveling to Glendale and stated that he spotted signs in their business district identifying where and at what time you can cross the street. He stated that the City needs to think how best to improve life for the citizens and not focus on drawing more people to the City.

BUD SIEGEL, WEST HOLLYWOOD, spoke about the success of this economic summit and how it was beneficial in leading to solutions and recommends more meetings like the one that took place tonight.

9. COUNCILMEMBER COMMENTS:

Councilmember Guarriello spoke about a previous economic summit with a larger participation at the Bel Age and spoke about the low participation tonight.

Mayor Heilman explained that those who did participate were in fact invited and may be recovering from the Academy Awards. He agreed that the Bel Age was a better session. He also reminded everyone about Census 2000 and thanked all for participating. He also spoke about LA County Syphilis County outbreak among gay men in West Hollywood and Silverlake.

Councilmember Martin spoke about the previous summit and the success of this summit. He stated that the first summit was unique because it was a first for the City. He stated that the next step is laying the groundwork for preparing the general plan and the Santa Monica Boulevard Strategic Plan and move forward.

Councilmember Koretz spoke about less participation due to a better economy and the feel is different this time. He noted that the last one was at the tale end of a recession. He stated that he had one concern that the City is becoming more bureaucratic in regards to development projects. He suggested streamlining processes to soften the City's reputation in being tough to do business with.

Mayor Pro Tempore Prang congratulated Mayor Heilman on his successful term and wished a happy birthday to Interim Council Deputy Marcy Norton.

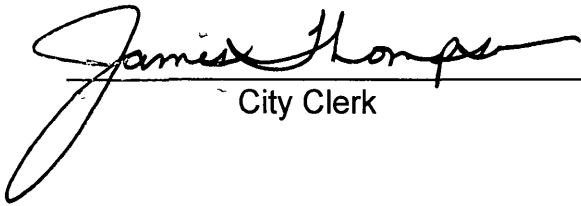
10. ADJOURNMENT: The City Council adjourned at 9:36 P.M. in the memory of Ellis Brunners' mother, Faye Brunner to the next regular meeting including the election of Mayor and Mayor Pro Tempore, on Monday, April 3, 2000 at 6:00 P.M. at the Pacific Design Center.

APPROVED BY A MOTION OF THE WEST HOLLYWOOD CITY COUNCIL THIS 17TH
DAY OF APRIL, 2000.



MAYOR

ATTEST:



City Clerk