

**CITY OF WEST HOLLYWOOD
CITY COUNCIL AND HUMAN SERVICES COMMISSION
MINUTES
MONDAY, MAY 20, 1996
WEST HOLLYWOOD PARK AUDITORIUM**

1. **CALL TO ORDER:** Mayor Koretz called the meeting to order at 6:10 p.m.

2. **ROLL CALL:**
PRESENT: Councilmembers Heilman, Land, Martin, Guarriello and Mayor Koretz.
Commissioners Klein, Hull, Roberts, Davis and Horne.
Commissioner Mackler arrived at 6:20 p.m.
ABSENT: Commissioner Nieto.
ALSO PRESENT: City Manager Brotzman, Director Long, Administrator Curlee,
City Clerk Love, and Assistant City Clerk Thompson.

3. **COMMISSION INTRODUCTIONS:** Each of the Commissioners introduced themselves.

4. **PROPOSED PROCESS AND PROCEDURES FOR SOCIAL SERVICE CONTRACT FUNDING:**
Jodi Curlee, Social Services Administrator, outlined the process for Social Service Contract Funding. The sub-committee met and decided to streamline the process and take some of the bureaucracy out of the process for both the City and the provider. All the Aids related services are recommended to go out for bid. There are three other programs which need to go through the bidding process which include the HIV Day Center, Disability Services and Women Helping Women.

Mayor Koretz asked about the problems with the Aids Education programs.

Administrator Curlee responded that the program is stagnate and needs to be rejuvenated with fresh ideas. In addition the provider was not meeting the goals which are part of their agreement.

Councilmember Land asked when there will be a new needs assessment.

Administrator Curlee responded that it has averaged about every 4 years. The General Plan requires every 3-5 years.

Commissioner Mackler suggested that the meeting which Chair Member Michaeljohn Horne suggested that the subcommittee meet with the County.

Councilmember Heilman asked that if we are evaluating proposals that perhaps we should look at bringing Aids Education in-house.

5. REVIEW EXPECTATIONS FOR HEALTHY WEST HOLLYWOOD CAMPAIGN:

Lloyd Long, Director of Human Services, asked if the Council or the Commission has any question on this item.

Commissioner Horne asked if environmental hazards can be incorporated into the Healthy West Hollywood Campaign.

Councilmember Heilman stated that there should be a meeting with Social Services, Human Services, Environmental Services and Public Safety.

6. PUBLIC IMAGE AND MEDIA PRESENTATION OF THE CITY:

Commissioner Horne indicated he has a concern about the public relations. He does not feel we publicize enough through CATV.

Director Long provided an overview of the type of outreach efforts being made with Social Services. He indicated that they have not taken a look at the promotion as a whole.

Administrator Curlee stated that there is lots of information on services which are provided but there is not a lot of information on the results.

Commissioner Klein stated that the focus in on the City to promote themselves as the Creative City and an environment that welcomes people in, but sometimes the City lacks promoting what we do for those who are here. She would like the status of the "Ambassador Program."

Councilmember Heilman indicated that what we are talking about a marketing campaign which makes sure they get out not only at City Hall but groceries store, etc.

Councilmember Land stated that people do not really understand what cities do. The League did a study a few years ago, and it was very depressing. The Community needs quite a bid of education.

Director Long suggested that direction could be given to create a subcommittee of Commissioners, a couple of Council offices and staff to work on a marketing plan.

Councilmember Land indicated she would be willing to work on the subcommittee.

7. YOUTH SERVICES:

Administrator Curlee, provided some background information on Youth Services which is a small portion of the community which is about 2,500. There has been a lot of effort given to the youth during the last two years.

Curtis Brown, Recreation Administrator, outlined the various activities provided for the youth. However, the funding is very limited.

Director Long indicated that the goal is to look at this comprehensively. The Commission will look at this and make recommendations in June.

Councilmember Land asked staff to look at the continuum of communication for children.

8. DISCUSSION REGARDING DISABILITIES ADVISORY COUNCIL:

Chair Member Horne indicated that both he and Commissioner Mackler are serving as Ex-Officio. The Council seems to flounder and lose their direction.

Commissioner Mackler indicated that some of these people take this very personal. They seem to be on a better track but whether or not they stay focused will remain to be seen.

Chair Member Horne indicated that goals need to be identified.

Councilmember Land stated that all advisory Councils have some difficulty getting off the ground. Direction was given at the retreat to develop a workplan.

Councilmember Heilman indicated that part of the problem is the Council took a risk in appointing some individuals who have a high personal interest in particular issues. If they are not effective then Council must remove them from their positions.

9. CITIZEN COMMENTS: None

10. COUNCILMEMBER AND COMMISSIONER COMMENTS:

Commissioner Klein outlined some problems such as the wrought iron gates at Hart Park, and stated Commissioner Mackler continues to bring information from Sacramento about HIV and Women Helping Women is now doing a very professional job.

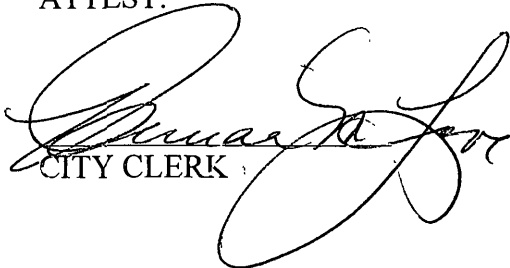
Chair Member Horne publicly thanked the Human Services staff. Commissioner Mackler thanked the City Council for such a great relationship. Councilmember Heilman thanked the Commission for all their work.

11. ADJOURNMENT: The City Council adjourned at 7:04 p.m. to its Regular Meeting at 7:30 p.m.

APPROVED BY A MOTION OF THE WEST HOLLYWOOD CITY COUNCIL THIS 4TH
DAY OF NOVEMBER, 1996.

Paul Koretz
MAYOR

ATTEST:


CITY CLERK