

**CITY COUNCIL STUDY SESSION  
CITY OF WEST HOLLYWOOD  
MINUTES  
MONDAY, MAY 13, 1996  
WEST HOLLYWOOD CITY HALL**

1. **CALL TO ORDER:** Mayor Koretz called the meeting to order at 6:20 p.m.
2. **PLEDGE OF ALLEGIANCE:** Finance Director Paul Arevalo led the pledge.
3. **ROLL CALL:**  
PRESENT - Councilmember: Heilman, Land, Martin, Guarriello, Koretz.  
ALSO PRESENT - City Manager Brotzman, City Clerk Love and Assistant City Clerk Thompson.
4. **NEW BUSINESS:**

**A. FISCAL YEAR 1996-97 BUDGET OVERVIEW AND DISCUSSION:**

Judith Wright, Budget Officer, provided an overview of how the budget document was prepared in accordance with Council Fiscal Policies and Administrative Guidelines by the City Manager.

Paul Arevalo, Finance Director outlined what the budget does anticipate for FY 1996-97 which includes \$41.3 million in revenues and \$40.7 million of operating expenditures. He outlined the loss of general fund resources in the amount of \$3.6 million since 1993. During the first round of budget preparation the General Fund gap was projected at \$2 million. The gap was reduced by \$900,000 during the first go-around without any service level cuts. He outlined the various reductions and revenue increases which are incorporated in the preliminary budget. He outlined the revenue reductions and revenue options which were not incorporated into the budget.

Mayor Pro Tem Guarriello inquired about a separate assessment on the hotels which is different than the Transient Occupancy Tax.

City Manager Brotzman stated that the 1 1/2% is technically assessed by the City, however was done so at the request of the hotels and those monies go to the Convention and Visitors Bureau for marketing of the hotels.

Finance Director Arevalo noted that the budget originally included a proposed increase to the Lighting and Landscape Assessment District, however, staff is recommending to wait another year on this due to the Bill which will be on the ballot in November. He then outlined the various bills which are on the November Ballot including the "Right to Vote on Taxes" which changes the way assessments are levied by identifying the specific benefit to the property owner. If this bill passes, it would virtually eliminate special

assessment districts since currently increases are incurred unless there is a majority protest, in the future it would be they could only be passed by a majority approval.

He outlined the future considerations for FY 1997-98 which include increases in costs for \$600,000 of operating costs of Santa Monica Boulevard; \$225,000 debt service for the fire station debt service; \$600,000 in general overhead increases, which should be offset by inflationary increases to revenues; \$450,000 Landscape and Lighting District excess costs; \$210,000 maybe at risk if the measure goes into effect; fully funding street paving program.

Nancy Greenstein, Public Safety Manager, outlined the Sheriff's Department budget. Captain Odenthal outlined the strategic goals for the Sheriff's Department.

Discussion was held if the budget includes adequate coverage for the mobile unit, special needs and Russian Outreach to the Community, and special concentrated projects, and if the same number of cars and deputies are provided as this year.

Councilmember Land also asked that all public safety notices are printed in Russian and Spanish and does the budget include these.

City Manager Brotzman outlined the Six Key Issues of the Strategic Plan which includes community oriented policing; long term financial stability; neighborhood livability; Infrastructure re-investment; development of new community facilities (library and community center); preservation and expansion of affordable and market rate housing. He noted that the revenues generated from the Parking program are the single largest revenue source for the City, however, in the long term the revenue base should be more diversified. He indicated he would recommend taking a revenue increase to the voters.

Paul Arevalo indicated that the City Manager and Assistant City Manager will be separated in the new budget document.

Assistant City Manager Makinney outlined the seven key issues for the 1996-97 Strategic Plan which include update the City's Emergency Management Plan; continue to develop and implement management practices and policies that are consistent with the service orientation value; provide City staff with training in problem solving strategies; coordinate the City's efforts to comply with the ADA; study the feasibility of establishing public service functions for operations beyond the City's customary business hours; implement a system of administrative remedies; finalize plans to establish a "City Store".

Paul Arevalo outlined the Finance Department Five Key Issues for the 1996-97 Strategic Plan for the Finance Department which includes developing a Financial Emergency Preparedness Plan; develop the City's five year Capital Improvement budget; continue an aggressive liability claims management program; work with the City Attorneys office to review the City's current investment policy and implement the new financial system.

Discussion was held regarding claims tracking, Proposition 62 fallout, interest earnings and allocation accounts.

Councilmember Land asked about the Solid Waste Fund is one that has been used in the past and in a few years will have to be increased. Is there a reason why this cannot be increased in small increments rather than getting a big hit in a few years.

Paul Arevalo responded that it could be done that way if that is the Council direction. He will bring back a report on this at the June 3rd hearing.

Ray Reynolds, Community Development Director, outlined the five key issues for the FY 1996-97 Strategic Plan for the Community Development Department including utilizing redevelopment for revitalizing specific areas of the city; provide an efficient zoning and land use permit processing function; implement a comprehensive, integrated waste management plan; re-examine zoning code to make more usable and efficient; improve the effectiveness and efficiency with which the City obtains compliance with the Municipal Code.

There was some clarification of the business attraction and the Convention and Visitors Bureau. Councilmember Martin asked for the activities which are part of the business attraction.

Lloyd Long, Human Services Director, outlined his five key issues for the FY 1996-97 Strategic Plan for the Human Services Department which include developing a new library; develop a new multi-use community center in Plummer Park; fund and develop 1996-98 social services programs, with particular development of programs for families and youth; continue upgrading municipal buildings parks and streetscapes; implement a community fund-raiser on behalf of a project to be selected by the City Council and other special events.

There was some discussion of furniture and user-friendly and more inviting lobby, increase in park utilities, improvements for the Fairfax Median, increasing activities at the parks, Community Gardens.

Discussion and clarification was presented regarding the expenses of the Homeless Shelter and how the programs appear in the budget.

Mayme Cannady, Acting Rent Stabilization Director, outlined the five key issues of the FY 1996-97 Strategic Plan for the Rent Stabilization Department which includes continuing policies and procedures that are consistent with the City's commitment to quality housing services; assess housing opportunities for all residents; apply computer technology to processing maintaining and producing of property files and hearings records; implement a system of administrative remedies to encourage code compliance;

establish a multi-purpose public service function for customer assistance during periods when City Hall is normally closed.

Discussion was held regarding communication efforts of new legislation, and code enforcement used for Rent Stabilization violations.

Joan English, Director of Transportation and Public Works, outlined the departments five key issues for the 1996-97 Strategic Plan which include expand the availability of affordable off-street parking; develop and implement procedures and strategies for an on-going consistently productive parking enforcement program; implement new storm water requirements; develop a plan for the assumption of ownership and operation of Santa Monica Boulevard and increase the City's pedestrian orientation.

Joan English provided an overview and map of the proposed meter installations and increasing the meter hours until 10:00 p.m.

Councilmember Land asked for a breakdown at the budget meeting which tells how much revenue can be generated if just meters are installed and hours of operation remain the same.

Councilmember Heilman indicated that he is troubled by the policy ramifications of this decision and hopes there will be more discussion.

Discussion was held regarding printing and binding, encroachment permits for billboards, cost of emergency lines for the parking structure.

Paul Arevalo outlined the Capital Improvement Program and there was some discussion about the readability of the document as it is kind of confusing as to what is being funded and what is not.

Staff was directed to look into the approval of the Cedars Sinai parking issue and if it is going to come before the City Council.

Paul Arevalo indicated staff will be providing some follow up information. As for the Capital Improvements, the final document will be more readable and user friendly and they will build from that base.

Councilmember Martin asked the City Manager to make some recommendations on what would not be done if the parking meter proposal is not accepted.

City Manager Brotzman stated that he would come back to recommendations which were not included, if the revenue enhancement is not approved. He would come back and have to make a recommendation about doing a comprehensive education push for residents to take this issue to the voters.

**5. CITIZEN COMMENTS:**

HERB RIVKIN, LOS ANGELES, spoke about the intersection of Fuller and Fountain.

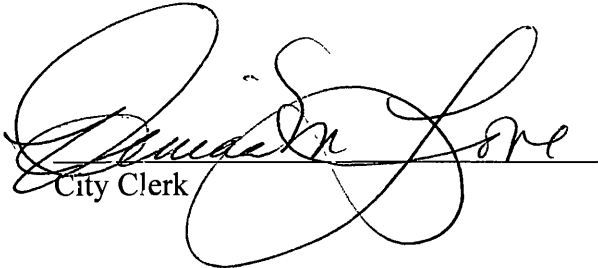
**6. COUNCILMEMBER COMMENTS:** None

- 7. ADJOURNMENT:** The City Council adjourned at 9:17 p.m. to a Joint Meeting with the Human Services Commission on Monday, May 20, 1996 at 6:00 P.M. immediately following will be the Regular Meeting at 7:30 P.M. at West Hollywood Park, 647 N. San Vicente Blvd.

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

  
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MAYOR

ATTEST:

  
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City Clerk