

**MINUTES
CITY COUNCIL MEETING
JUNE 11, 1990
WEST HOLLYWOOD PARK
647 N. SAN VICENTE BOULEVARD**

**4:30 P.M. - STUDY SESSION ON ECONOMIC DEVELOPMENT
7:00 P.M. - CITY COUNCIL REORGANIZATION**

CALL TO ORDER: Mayor Land called the meeting to order at 4:55 p.m.

PLEDGE OF ALLEGIANCE: The Pledge was led by Joan English.

ROLL CALL: PRESENT: Guarriello, Heilman, Lang, Koretz
Mayor Land
ALSO PRESENT: City Manager Brotzman

I. ECONOMIC DEVELOPMENT STUDY SESSION: The City sponsors a variety of activities to promote economic development and vitality for businesses and residents. This study session provided an opportunity to update the City Council on these programs and to review their effectiveness, and also provided an opportunity to explore proposed shifts in the City's economic development strategy. Debbie Potter, Housing and Economic Development Manager, introduced the following people who comprised this evening's panel:

George Rosenthal, Vice-chair, West Hollywood Marketing Corp.
Catherine Stribling, Executive Director, Marketing Corp.
Ron Kates, Chair, Marketing Corp.
Thomas Crail, Executive Director, Chamber of Commerce.
Mark Lehman, President, Chamber of Commerce
Lance Strugar, Vice-chair, Small Business Council
Rhonda Sherman, Development Specialist
Mark Winogron, Director, Department of Community Development
Joan English, Director, Department of Transportation.

Following presentations by the panel, there was a question and answer period and the following recommendations were made by the City Council:

Councilmember Heilman stated that he felt there was agreement on having more specific measuring tools, so they could determine if the programs that are being funded are actually helping the City reach their economic goals. Also, there was consensus on directing a large portion of the economic development strategy toward the East end of town;

Mayor Land stated they needed to be clear on what are long-term and what are short-term goals and planning in

economic development. There was consensus to direct staff to explore ways the Zoning Ordinance can be used as an economic tool and to study alternative parking strategies that encourage economic development, while protecting residential neighborhoods.

Councilmember Koretz stated that he approved of the marketing strategy that this is a good place to do business.

Councilmember Lang stated she was very impressed by the flexibility of all parties.

Mayor Land called a recess at 6:55 p.m.
The meeting was reconvened at 7:15 p.m.

II. CITY COUNCIL REORGANIZATION:

1. ELECTION OF MAYOR ACTION: Nominate John Heilman for Mayor. Motion Koretz second Guarriello.
FURTHER ACTION: Close the nominations. Motion Lang second Koretz. Hearing no objection it was so ordered.
Vote on the nomination of Heilman for Mayor:
AYES: Guarriello, Lang, Koretz, Heilman, Mayor Land
NOES: None
Motion carried.

2. ELECTION OF MAYOR PRO TEMPORE ACTION: Nominate Paul Koretz for Mayor Pro Tempore. Motion Guarriello second Heilman.
FURTHER ACTION: Close the nominations. Hearing no objection it was so ordered.
Vote on the nomination of Koretz for Mayor Pro Tempore:
AYES: Guarriello, Lang, Land, Koretz, Mayor Heilman.

Mayor Heilman presented flowers to out-going Mayor Land, who expressed her thanks to staff and the public for all of their help during the past year.

Mayor Heilman gave an acceptance speech and spoke of the successes and problems facing the City.

Mayor Pro Tempore gave an acceptance speech and commended Abbe Land for the work she did as Mayor.

ADJOURNMENT The meeting was adjourned at 7:35 p.m. to a budget workshop on June 13, 1990 at 4:00 p.m. in the Sky Room at West Hollywood Park.

APPROVED BY MOTION OF THE CITY COUNCIL THIS 19TH DAY OF
NOVEMBER, 1990.


MAYOR

ATTEST:


CITY CLERK