CALL TO ORDER: Mayor Duran called the meeting to order at 6:42 p.m.

PLEDGE OF ALLEGIANCE: Emma Sumpkin led the Pledge of Allegiance.

ROLL CALL:
PRESENT: Councilmember D’Amico, Councilmember Heilman, Councilmember Land, Mayor Pro Tempore Prang and Mayor Duran.
ABSENT: None.
ALSO PRESENT: City Manager Arevalo, City Attorney Jenkins, City Clerk Schaffer and Assistant City Clerk Quarker.

REPORT OF CLOSED SESSION AGENDA:
City Attorney Jenkins reported that the closed session was called to order at 6:00 p.m. He stated that there were no public speakers. He stated that one item of Pending Litigation was added to the agenda, regarding 816 Westmount v. The City of West Hollywood. He stated that the closed session adjourned at 6:35 p.m. with no reportable action.

APPROVAL OF AGENDA:
City Clerk Schaffer stated that an Urgency Item had been presented to Council. Motion by Councilmember Heilman, seconded by Councilmember Land to add an Urgency Item to the agenda as Item 2.T., and unanimously approved.

City Attorney Jenkins stated that Staff requested that Item 2.N. be Tabled.

City Manager Arevalo requested that Item 4.B. be moved to the Consent Calendar as Item 2.U.

Mayor Duran requested that Item 2.J. be moved to Excluded Consent.

Motion by Councilmember Land, seconded by Councilmember Heilman to approve the January 17, 2012 agenda as amended. The agenda was unanimously approved.
ADJOURNMENT MOTIONS:

Councilmember Land requested that the meeting be adjourned in memory of former Women’s Advisory Board member, Rae Mitchell. She asked that the meeting be adjourned in memory of Helen Palmer.

Councilmember Heilman requested that the meeting be adjourned in memory of Senya Taub, grandmother of long-time resident Steve Pargamanik.

Mayor Pro Tempore Prang requested that the meeting be adjourned in memory of Shane McCullough, nephew of long-time resident Jerome Cleary. He asked that the meeting be adjourned in memory of Stella Forer, grandmother of Human Services Commissioner Heidi Schink. He asked that the meeting be adjourned in memory of Marcella Calderon, wife of former Assemblymember Tom Calderon. He asked that the meeting be adjourned in memory of long-time resident Charles Christ. He asked that the meeting be adjourned in memory of Juan Manuel Medina, father of Juan Renteria.

PRESENTATIONS:

The Center for Early Education Children’s Choir presented a musical performance.

Councilmember Heilman presented a commendation to outgoing Russian Advisory Board Members Nonna Danilkevich, Polina Belitski, Alexander Faynerman, Sofiya Fikhman, Vika Safrigina, and Farhad Yusupov. (not in attendance)

Councilmember Land presented commendations to the members of the Bicycle Task Force.

Councilmember Land presented a proclamation to the Women’s Advisory Board and the National Council for Jewish Women/Los Angeles in recognition of the 39th Anniversary of Roe v. Wade.

Mayor Duran presented a proclamation to the members of the Joint Arson Task Force: Battalion Chief Steve Olsen, Firefighters from West Hollywood Fire Stations 7 and 8, Captain Kelley Fraser and Deputies from the West Hollywood Sheriff’s Station, Deputy Shervin Lalezary, and Arson and Explosive Deputies: Detective Ed Nordskog, Detective Cindy Valencia, Detective Dana Duncan, Detective Gary Spencer, Detective Mike Digby, Sergeant Joe Guarino and Sergeant Joe Acevedo. The proclamations were in recognition of their work during the recent arson fires in Los Angeles and West Hollywood and their efforts to apprehend the culprit.

1. PUBLIC COMMENT:

TIM RILEY, VAN NUYS, representing Crescent Management spoke regarding Item 3.A. He stated that there were various issues with the project design and requested that the
City allow for a sufficient amount of time for a redesign of the project, with sufficient notice to the public following the submission of new plans.

RICHARD MEYERS, STUDIO CITY, a member of the Pop Luck Club, spoke regarding the current FDA policy regarding gay men being prohibited from donating blood and asked the Council to consider co-sponsoring an event with the American Red Cross, where gay men and members of the LGBT Community can donate blood.

RIC RICKLES, LOS ANGELES, spoke regarding the late Rae Mitchell, and thanked the City for their support.

RICHARD VALENZA, LOS ANGELES, PRESIDENT OF THE POP LUCK CLUB, thanked the City for their support of the group. He also spoke in support of the proposed plans for Plummer Park.

DAVID EICHMAN, LOS ANGELES, reported that the fundraising efforts to name a wall in the library after Kathy Page have been successful.

MISHA BELLA, LOS ANGELES, spoke regarding the proposed changes to Plummer Park, specifically the possible loss of trees.

ALAN BERNSTEIN, WEST HOLLYWOOD, spoke regarding West Hollywood Elementary School and stated that most West Hollywood residents are not within the LAUSD boundaries for the school.

CATHY MCAULEY, HOLLYWOOD HILLS, spoke regarding SPARC, a children’s performance group, and their need for a space for rehearsals and performances.

TATYANA IVANOVA, WEST HOLLYWOOD, spoke in support of the proposed changes to Plummer Park.

COUNCILMEMBER COMMENTS:

Councilmember Land requested staff to investigate the public comment made regarding a space for rehearsals for SPARC. She spoke regarding the recent Day of Service Event in honor of Martin Luther King, Jr. Day, and stated that there were over fifty volunteers who provided 200 hours of service. She spoke regarding the upcoming Matthew Marks Gallery Opening. She also spoke regarding the upcoming re-districting of the Los Angeles Unified School District and informed those that want more information to visit www.redistricting@lacity.org. She spoke regarding a recent meeting she and Mayor Pro Tempore Prang had with LAUSD Board Member Steve Zimmer regarding the schools in West Hollywood.

Councilmember D'Amico spoke regarding the late Rae Mitchell. He spoke regarding a recent Hanukkah event he attended at Temple Kol Ami. He spoke regarding an artwork by a transgender artist, and stated that the art will be on display in his office following a
discussion about gender issues at the next Transgender Advisory Board Meeting. He also spoke in support of Item 2.P. and provided clarification regarding the Item.

Mayor Pro Tempore Prang spoke regarding the public comments made surrounding a proposed blood drive, and stated that Council previously adopted a Resolution on this issue. He spoke regarding the re-districting of LAUSD as it relates to West Hollywood schools. He spoke regarding his recent attendance at the Contract Cities Association Legislative Tour in Sacramento and spoke regarding the dissolution of redevelopment agencies.

Mayor Duran noted his abstention on Item 2.R. due to his position on the Board of AIDS Project Los Angeles. He spoke regarding the need for more bed space in rehabilitation centers for those in need of recovery. He also spoke regarding redevelopment in the City and requested that appointments to the East Side PAC be suspended until Council can decide what type of governing body should review development in the City.

Mayor Pro Tempore Prang requested that the decision regarding the future of the East Side PAC be placed on the next Agenda for discussion.

Mayor Duran expressed concern regarding Item 2.P. and spoke regarding the need for more education on this issue. He spoke regarding past presentations in the City of this type of comedy; which have not been previously condemned by Council.

Councilmember Land reported that the show relating to Item 2.P. has been cancelled.

CITY MANAGER’S REPORT: NONE

FISCAL IMPACT ON CONSENT CALENDAR:

City Clerk Schaffer stated that the fiscal impact on the Consent Calendar is $968,551 in expenditures and $880,500 in potential revenue.

2. CONSENT CALENDAR:

2.A. POSTING OF AGENDA:
SUBJECT: The agenda for the meeting of Tuesday, January 17, 2012 was posted at City Hall, Plummer Park, the Sheriff’s Station and at the West Hollywood Library on Thursday, January 12, 2012.
ACTION: Receive and file. Approved as part of the Consent Calendar.

2.B. APPROVAL OF MINUTES:
SUBJECT: The City Council is requested to approve the minutes of prior Council meetings.
ACTION: Approve the minutes of December 19, 2011. Approved as part of the Consent Calendar.

2.C. DEMAND REGISTER NO. 689, RESOLUTION NO. 12-4255:
SUBJECT: The City Council is requested to approve payment of bills due as presented by the Director of Finance.
ACTION: Approve Demand Register No. 689 and adopt Resolution No. 12-4255, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 689”. Approved as part of the Consent Calendar.

2.D. DEMAND REGISTER NO. 690, RESOLUTION NO. 12-4256:
SUBJECT: The City Council is requested to approve payment of bills due as presented by the Director of Finance.
ACTION: Approve Demand Register No. 690 and adopt Resolution No. 12-4256, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 690”. Approved as part of the Consent Calendar.

2.E. ORDINANCE NO. 12-882 (2ND READING), APPROVING ZONE TEXT AMENDMENT 2011-005 RELATING TO COMMERCIAL ZONING DISTRICTS AND DEVELOPMENT INCENTIVES, AND ZONE MAP AMENDMENT 2011-007 UPDATING THE ZONING MAP, TO COMPORT WITH THE WEST HOLLYWOOD GENERAL PLAN 2035 [C. SCHAFFER, Y. QUARKER]:
SUBJECT: The City Council will waive further reading and adopt Ordinance No. 12-882, a proposed ordinance approving Zone Text Amendment 2011-005 relating to commercial zoning districts and development incentives, and Zone Map Amendment 2011-007 updating the Zoning Map, to comport with the West Hollywood General Plan 2035.
ACTION: Waive further reading and adopt Ordinance No. 12-882, “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING ZONE TEXT AMENDMENT 2011-005 RELATING TO COMMERCIAL ZONING DISTRICTS AND DEVELOPMENT INCENTIVES, AND ZONE MAP AMENDMENT 2011-007 UPDATING THE ZONING MAP, TO COMPORT WITH THE WEST HOLLYWOOD GENERAL PLAN 2035.” Approved as part of the Consent Calendar.

2.F. COMMISSION AND ADVISORY BOARD ACTION REPORTS:
SUBJECT: The City Council will receive reports from the Public Facilities Commission, the Public Safety Commission, the Lesbian and Gay Advisory Board, the Russian Advisory Board and the Women’s Advisory Board on actions taken at their recent meetings.
ACTION: Receive and file. Approved as part of the Consent Calendar.
2.G. ATTENDANCE REPORTS FOR CITY COMMISSIONS, ADVISORY BOARDS, AND THE PROJECT ADVISORY COMMITTEE [C. SCHAFFER, Y. QUARKER]:
SUBJECT: The City Council will receive the attendance reports for City Commission and Advisory Board meetings convened between November 2010 – November 2011.
ACTIONS: 1) Receive and file the attendance reports; and 2) Excuse absences, due to personal reasons, for: Steven Davis (Human Services Commission) and Karla Ferreira (Transgender Advisory Board).
Approved as part of the Consent Calendar.

2.H. AMENDMENT TO CONCESSION AGREEMENT WITH COAST PARKING, INC. FOR VALET PARKING SERVICES [O. DELGADO, J. ROCCO, D. NORTE]:
SUBJECT: The City Council will consider an amendment to the concession agreement with Coast Parking, Inc. for valet parking services.
ACTIONS: 1) Extend the term of the concession agreement by one (1) year, through June 30, 2013; 2) Amend the scope of services to remove the El Tovar lot and replace it with the Library Plinth Garage at a monthly rate of $1,500 for use from 6 p.m. to closing on Friday and Saturday evenings and all day Sunday with a provisional clause that Thursday evenings may be added with thirty (30) days written notice, for an additional $500 per month; 3) Amend the scope of services to remove the Orange Grove lot with a provisional clause that it may be reinstated by mutual agreement with thirty (30) days written notice, at a monthly rent of $1,500; and 4) Authorize the City Manager to sign the amendment.
Approved as part of the Consent Calendar.

2.I. AUTHORIZATION TO AMEND A PROFESSIONAL SERVICES AGREEMENT WITH JOHN L. HUNTER AND ASSOCIATES FOR PROGRAM COMPLIANCE WITH THE NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES) PERMIT [O. DELGADO, S. PERLSTEIN]:
SUBJECT: The item requests that the City Council authorize an amendment to the professional services agreement with John L. Hunter Associates to increase the budget for professional services to assist the City to implement programs for compliance with the National Pollutant Discharge Elimination System (NPDES) Permit.
ACTION: Approve Amendment No. 1 to the professional services Agreement in an amount not to exceed $20,000 with John L. Hunter and Associates for services to assist the city to implement programs for compliance with the National Pollutant Discharge Elimination System (NPDES) Permit and authorize the City Manager to sign the Agreement.
Approved as part of the Consent Calendar.
2.J. ZIPCAR CAR SHARING PILOT PROGRAM [A. MCINTOSH, M. ANTOL, B. CHEUNG]:
SUBJECT: The City Council will consider approval of an agreement with Zipcar to establish a car-sharing pilot program.
ACTION: This Item was moved to the Excluded Consent Calendar.

2.K. MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF WEST HOLLYWOOD AND THE LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY FOR GRANT FUNDING OF THE LA BREA AVENUE STREETSCAPE PROJECT [O. DELGADO, S. PERLSTEIN]:
SUBJECT: The City Council will consider the approval of a Memorandum of Understanding for grant funding for construction of streetscape improvements on La Brea Avenue.
ACTIONS: 1) Authorize the City Manager to sign the Memorandum of Understanding between the City of West Hollywood and the Los Angeles County Metropolitan Transportation Authority for grant funding of the La Brea Avenue Streetscape Project - LACMTA Call for Projects ID#F3811 and FTIP#LAF3811; and 2) Authorize the Director of Finance to increase the budget by $862,500 in both the expenditure line item 202-4-08-84-705032 and in the grant revenue line item 202-422013. Approved as part of the Consent Calendar.

SUBJECT: The City Council will consider accepting the improvements completed by California Averland, Inc. and authorizing the filing of a Notice of Completion for the West Hollywood Park Tiny Tot Building and Exterior Improvements – 647 San Vicente Blvd. Project, C.I.P. 55-11/12-01.
ACTION: It is recommended that the City Council accept the improvements and authorize the following: 1) Filing a Notice of Completion with the County Recorder; 2) Final payment to contractor at the end of the 35 day lien period; 3) Release the Performance Bond on the date of recordation of the Notice of Completion; and 4) Release of the Payment Bond 35 days after the date of recordation of the Notice of Completion, pending no receipt of Stop Notices. Approved as part of the Consent Calendar.

2.M. PUBLIC OUTREACH STRATEGY FOR PROPOSED ORDINANCE BANNING SINGLE-USE PLASTIC CARRYOUT SHOPPING BAGS [A. MCINTOSH, M. ANTOL, B. SIEGL]:
SUBJECT: The City Council will receive a status update regarding the public outreach strategy for a proposed ordinance to ban single-use
plastic carryout shopping bags from grocery stores and other retail establishments in West Hollywood.
ACTIONS: Receive update report and direct staff to proceed with information-gathering and outreach to affected businesses. Approved as part of the Consent Calendar.

SUBJECT: The City Council will consider retaining the housing assets and functions previously performed by the West Hollywood Community Development Commission (Redevelopment Agency) and adopt Resolution No. 12-4257 “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ELECTING TO RETAIN THE HOUSING ASSETS AND FUNCTIONS PREVIOUSLY PERFORMED BY THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION (REDEVELOPMENT AGENCY) UNDER PART 1.85 OF DIVISION 24 OF THE CALIFORNIA HEALTH AND SAFETY CODE AND TAKING CERTAIN ACTIONS IN CONNECTION THEREWITH”.
ACTIONS: This Item was Tabled.

2.O. SUPPORT U.S. CONSTITUTIONAL AMENDMENT TO END CORPORATE “PERSONHOOD” [A. LAND, C. PLANCK, J. HEILMAN, F. SOLOMON, D. MEGERDICHIAN]:
SUBJECT: The City Council will consider support for an amendment to the U.S. Constitution to end corporate “personhood” for purposes of campaign finance laws.
ACTIONS: 1) Adopt Resolution No. 12-4258, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF A U.S. CONSTITUTIONAL AMENDMENT TO END CORPORATE “PERSONHOOD”; and 2) Direct lobbyist to send letters of support to U.S. Senators Dianne Feinstein and Barbara Boxer, as well as U.S. Representatives Henry Waxman and Adam Schiff. Approved as part of the Consent Calendar.

SUBJECT: The City Council will consider adopting a resolution deploring the new ABC sitcom Work It as derogatory, insensitive and cruel towards the transgender community.
ACTIONS: 1) Adopt Resolution No. 12-4259, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DEPLORING THE ABC SITCOM, WORK IT, AS DEROGATORY, INSENSITIVE AND CRUEL TOWARDS THE TRANSGENDERED COMMUNITY”; and 2) Direct staff to send copies of signed resolution to ABC. Approved as part of the Consent Calendar.

SUBJECT: The City Council will consider support for S. 1925, the 2011 reauthorization of the Violence Against Women Act (VAWA).

2.R. RE-PROGRAMMING SOCIAL SERVICES CONTRACT SAVINGS FOR INCREASED SUBSTANCE ABUSE TREATMENT SERVICES [S. BAXTER, D. DENNIS, D. GIUGNI]:
SUBJECT: The City Council will consider recommendations for funding augmentations to AIDS Project Los Angeles and Friends Research Institute for increased substance abuse treatment services for members of the West Hollywood community using savings from a grant to Rainbow Bridge Community Services, which terminated its contract with the City effective 12/31/10 and is no longer in existence.
ACTIONS: 1) Approve contract amendments with AIDS Project Los Angeles and Friends Research Institute for $20,000 and $41,051, respectively, for increased substance abuse treatment services as outlined in the report; and 2) Authorize staff to negotiate scopes of work and budgets with grant recipients and authorize the City Manager to sign the amendments. Approved as part of the Consent Calendar, noting Mayor Duran’s abstention.

2.S. RESOLUTION PURSUANT TO ASSEMBLY BILL 936 CONCERNING FORGIVENESS OF LOANS, ADVANCES, OR OTHER INDEBTEDNESS [A. GANDHY, D. WILSON]:
SUBJECT: The City Council will consider adopting a Resolution stating whether or not during the period of time from January 1, 2010, through December 31, 2011, the redevelopment agency or public body has forgiven, wholly or partially, the repayment of any loans, advances or indebtedness owed to or by the redevelopment agency.
ACTIONS: 1) Adopt Resolution No. 12-4261, “A RESOLUTION OF THE WEST HOLLYWOOD CITY COUNCIL PURSUANT TO ASSEMBLY BILL 936 CONCERNING FORGIVENESS OF LOANS, ADVANCES, OR OTHER INDEBTEDNESS”; and 2) Authorize the City Manager to take any additional actions to implement this item. **Approved as part of the Consent Calendar.**

2.T. **(URGENCY) SUPPORT SB 659 (PADILLA) DEADLINE EXTENSION FOR DISMANTLING OF REDEVELOPMENT AGENCIES [J. DURAN, H. MOLINA, J. PRANG, M. HAIBACH]:**

**SUBJECT:** The City Council will consider supporting SB 659 (PADILLA), which proposes to extend the deadline for dismantling redevelopment agencies (RDAs).

**ACTIONS:** 1) Adopt resolution 12-4262, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD SUPPORTING SB 659 (PADILLA) DEADLINE EXTENSION FOR DISMANTLING OF REDEVELOPMENT AGENCIES; and 2) Direct staff to send copies of the adopted resolution to Assemblymember Mike Feuer, Senator Fran Pavley and other key legislators and city partners. **Approved as part of the Consent Calendar.**

2.U. **(4.B.) AGREEMENT FOR SERVICES TO STUDY ECONOMIC IMPACT OF THE ORDINANCE PROHIBITING THE SALE OF FUR APPAREL PRODUCTS [P. AREVALO, J. HUFFER, M. LOUIE]:**

**SUBJECT:** The City Council will consider approving an Agreement for services with Keyser-Marston to conduct a study of the economic impact of the ordinance prohibiting the sale of fur apparel products in the City as approved on November 7, 2011.

**ACTIONS:** 1) Authorize the Finance Director to allocate $25,000 from unallocated reserves in the General Fund to cover the costs of the economic impact study; and 2) Authorize the City Manager to sign and execute the Agreement for Services with Keyser-Marston. **Approved as part of the Consent Calendar.**

THE CITY COUNCIL RECESSED AND RECONVENED AS THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION: 7:54 P.M.

The Community Development Commission approved the minutes from the September 19, 2011 meeting. The Commission adopted an Amendment to the Enforceable Obligation Payment Schedule that lists all of the obligations of the Community Development Commission (CDC) pursuant to Part 1.8 of Division 24 of the California Health and Safety Code and also adopted a Resolution pursuant to Assembly Bill 936 concerning forgiveness of loans, advances and other indebtedness. The actions are more fully described in the West Hollywood Community Development Commission minutes.

THE COMMUNITY DEVELOPMENT COMMISSION RECESSED AND RECONVENED
AS THE WEST HOLLYWOOD CITY COUNCIL: 7:55 P.M.

3. PUBLIC HEARINGS:

3.A. APPEAL OF THE PLANNING COMMISSION’S APPROVAL TO CONSTRUCT A PARKING STRUCTURE AND ISSUE A CONDITIONAL USE PERMIT TO AN EXISTING NON-CONFORMING RELIGIOUS FACILITY LOCATED AT 1317 CRESCENT HEIGHTS BOULEVARD [A. MCINTOSH, J. KEHO, A. GALLO]:

SUBJECT: The City Council will hold a continued public hearing to consider an appeal filed by Jerry Ptashkin, neighboring residential property owner, and Abdy Khorramian, project applicant, regarding the Planning Commission’s decision to approve the construction of a 101-space parking structure to replace the existing on-site 51-space surface parking lot and issue a conditional use permit to an existing non-conforming use located at 1317 Crescent Heights Boulevard.

ACTION: This Item was continued to February 6, 2012.

4. UNFINISHED BUSINESS:

4.A. WEST HOLLYWOOD PARK MASTER PLAN PHASE II IMPLEMENTATION PROJECT - FEASIBILITY STUDY [P. AREVALO, J. ENGLISH, S. BAXTER, J. HUFFER]:

SUBJECT: The City Council is being requested to approve the scope of and allocate funds for a Feasibility Study for the Phase II, West Hollywood Park Master Plan Implementation Project.

Director of Human Services Sam Baxter provided background information as outlined in the staff report dated January 17, 2012.

Councilmember D’Amico requested clarification regarding the proposed location of the pools. Sam Baxter stated that there are two proposed pools, one on the roof and the other at park level which is partially enclosed.

Councilmember Heilman requested clarification about communication between the City and the West Hollywood Swim Team and other constituents who are concerned about the design of the new pool.

NEAL WIENER, SANTA MONICA, spoke in support of the Item; however he requested that a meeting be held for additional public input.

Mayor Pro Tempore Prang spoke in support of the Item and spoke in support of additional public outreach, particularly to the swimming pool users to gather their input.
Councilmember D’Amico spoke regarding the proposed pools and spoke in support of keeping one of the pools in an area that would be sunny for the majority of the year.

Councilmember Heilman spoke in support of the Item and spoke in support of placing the pool in a sunny area. He also spoke in support of creating a world-class pool that will benefit the swim team as well as recreational users.

**ACTIONS:** 1) Approve the scope of a feasibility study for the Phase II, West Hollywood Park Master Plan Implementation Project as described in this report; 2) Authorize the allocation of $200,000 from undesignated reserves in the Debt Funded Capital Projects Fund to account number 301-4-05-05-702211 for conducting the feasibility study in the amount of $150,000 and an amount not to exceed $50,000 for related analysis and professional services as may be required; and 3) Authorize the City Manager to execute Amendment No. 1 to Agreement dated March 4, 2011 with Heery International for an additional not-to-exceed amount of $150,000 for conducting a feasibility study for the Phase II, West Hollywood Park Master Plan Implementation Project. **Motion by Councilmember Heilman, seconded by Councilmember Land and unanimously approved.**

4.B. **AGREEMENT FOR SERVICES TO STUDY ECONOMIC IMPACT OF THE ORDINANCE PROHIBITING THE SALE OF FUR APPAREL PRODUCTS [P. AREVALO, J. HUFFER, M. LOUIE]:**

**SUBJECT:** The City Council will consider approving an Agreement for services with Keyser-Marston to conduct a study of the economic impact of the ordinance prohibiting the sale of fur apparel products in the City as approved on November 7, 2011. **This Item was moved to the Consent Calendar as Item 2.U.**

5. **NEW BUSINESS:**

5.A. **SPECIAL EVENTS OVERVIEW [S. BAXTER, O. WALKER, C. SMITH]:**

**SUBJECT:** The City Council will receive an overview of special events produced by, or supported by, the City.

Recreation Services Manager Olivia Walker provided background information as outlined in the staff report dated January 17, 2012.

Mayor Duran spoke in support of the system of categorizing of special events. He spoke regarding the need to receive data on attendance and costs associated with each event and requested clarification of when that data would be available.
City Manager Arevalo stated that Staff is currently working on the two-year budget cycle, which will include this information and will be presented to Council at an upcoming meeting.

Councilmember Land requested that staff include all costs, valuation information, and the allocation of staff time being utilized for various events. She also spoke regarding centralizing sponsorships so that each department knows which organizations are seeking sponsorship.

Councilmember D’Amico asked that staff identify the population served by the event, i.e., Arts Community Event, Russian Cultural event, or Gay and Lesbian event.

Councilmember Heilman thanked staff for the information, but agreed that more detailed information is needed before decisions about special events can be made. He spoke regarding the need to know who is being served by various events. He spoke regarding the possibility of scaling back some of the events and focusing on improving the quality of the events in the City.

JOSEPH CLAPSADDLE, WEST HOLLYWOOD, spoke in support of reviewing all of the events currently held in the City.

STEVE MARTIN, WEST HOLLYWOOD, spoke regarding the need for timely information from Staff regarding this Item.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke regarding the need for more City Code Compliance Officers to handle events produced by other organizations.

Councilmember Land requested that the information on costs and attendance be given to the Council as quickly as possible so that they can be included as part of the budget discussions.

Councilmember Heilman spoke in support of Staff and their work on various events. He asked the City Manager to also provide information on the revenue generated by various events in the City.

Councilmember D’Amico spoke regarding the possibility of continuing this Item until the Council receives the requested information from Staff.

Mayor Pro Tempore Prang spoke regarding the Council giving Staff direction to bring the Item back in two weeks for further discussion. He stated that the events listed reflect the priorities and the values of the City and expressed concern over trying to choose which events would be discontinued. He spoke regarding the process being fluid and reviewed on a regular basis.
Mayor Duran spoke regarding how the events define the City’s cultural affairs and that many of the events listed fall under that category. He spoke in support of a full Council discussion prior to the discussion of the budget by the City Council Budget Subcommittee.

City Manager Arevalo stated that Staff will present Council with the same spreadsheet and will add rough estimates of costs breakdowns, attendance and information on the population served. He stated that he will work with Staff to provide this information to Council in one month.

Councilmember Land asked that the information include which events actually generate revenue for the City.

Mayor Pro Tempore Prang requested that the list focus on on-going events. He spoke regarding the need to be conscious of requesting sponsorships and donations from the same businesses in the City.

Councilmember Heilman spoke regarding identifying events that are recreational programs and public safety events for the community, and the need to evaluate these events differently. He spoke regarding another possible way of looking at events based on a grouping by topic and type of events. He spoke regarding the need for high quality events in the City, the need to look at attendance and who is being served by events, and the possibility of consolidating events for particular constituencies.

**ACTIONS:** 1) Receive and file this report; 2) Provide direction to staff regarding Special Events; and 3) Direct the City Manager to return to Council with an Item for the February 21, 2012 Meeting. **Motion by Councilmember D’Amico, seconded by Mayor Pro Tempore Prang and unanimously approved.**

5.B. **CSW 2012 EVENT PLAN [S. BAXTER, O. WALKER, C. SMITH]:**

*SUBJECT: The City Council will receive an update regarding the event plan for the 2012 L.A. PRIDE event produced by Christopher Street West.*

Recreation Services Manager Olivia Walker provided background information as outlined in the staff report dated January 17, 2012.

Rodney Scott, Executive Director of Christopher Street West (CSW) spoke regarding the Pride Event and introduced CSW Board Members Vince Wong and Steve Ganzel.

Vince Wong spoke regarding the proposed events for next year’s Pride, including a “Purple Party,” and a no-cost West Hollywood Happy Hour for residents of the City. He spoke regarding the current challenges of finding
space during the construction of West Hollywood Park, but thanked the City and Staff for their continued support.

Steve Ganzel spoke regarding the concerns that have been brought forth by City Council. He spoke about the history of the LGBT community and Gay Pride events. He spoke about the groups and organizations that participate in the parade each year and how CSW strives to strike a balance that reflects the diverse community as well as continuing to provide entertainment.

Mayor Duran spoke regarding his previous abstention from discussion surrounding this event due to his former law partner’s affiliation with CSW. He stated that he no longer needs to abstain from the discussion. He requested clarification regarding monies that are left over from the event and whether they are being granted to other 501c(3) organizations. He also requested clarification regarding the gross revenues and expenses for the event, particularly how much of the revenue is generated from the admission fees for the event.

Rodney Scott provided clarification regarding the revenues and expenses for the event.

Mayor Duran requested clarification regarding the fencing of the event and information regarding how many non-profit vendors have booths at the event. He requested clarification regarding what changes could be made to the event with additional funding.

Mr. Scott reported that currently there are 25 – 30 non-profit organizations who have a booth at the event, and more than one third are repeats. He outlined some possible improvements with increased funding for the event, but spoke regarding the capacity of the area and how space limitations dictate the type of entertainment and activities that are booked.

Mayor Duran requested clarification on the possibility of having a night-time parade.

Mr. Scott stated that this issue could be looked into, but raised concerns about safety, and constituents who may not be able to attend at night.

Mayor Duran requested attendance information for Saturday and Sunday night.

Mr. Scott provided estimates on attendance for Friday night of the event.

Mayor Duran requested clarification on the makeup of the Board of Directors and staff of CSW.
Mr. Scott stated that all the Board members are volunteers; however CSW has one seasonal full-time staff person, and five consultants, from December through July.

Councilmember D'Amico asked Mr. Scott to voice his understanding of the concerns that have been raised by the community regarding the event.

Mr. Scott stated that there were concerns from the youth, the transgender community and the need for space for dancing.

Councilmember D'Amico spoke regarding the concerns he has heard from constituents; including the waning of a political element to the event, the length of the parade, and the event not being inviting to West Hollywood residents. He spoke in support of ongoing discussions to continue to look for ways to improve content for the event, and spoke in support of looking for ways to make the event cost free for participants.

Councilmember Land requested clarification regarding whether other Pride events in California charge admission fees.

Mr. Scott stated that San Diego, Palm Springs, and Long Beach charge a fee for their event. He stated that San Francisco does not charge, but they are subsidized more by the City and provide a different type of festival.

Councilmember Heilman spoke regarding various nightclub venues charging $20 or more during Pride weekend. He spoke in support of the Council focusing on improving the quality of the event, rather than focusing on the admission charges.

MARIA ROMAN, WEST HOLLYWOOD, spoke in support of the CSW Pride Event.

GENEVIEVE MORRILL, PRESIDENT & CEO OF THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the CSW Pride Event and its positive economic impacts on the City. She spoke in support of the fencing of the event for security reasons.

ALEX GARNER, WEST HOLLYWOOD, spoke in support of the CSW Pride Event. He spoke in support of changing the name, removing the fencing for the event, and no longer charging admission.

STEVE MARTIN, WEST HOLLYWOOD, spoke in support of the CSW Pride Event, and spoke regarding doing more outreach to communities surrounding West Hollywood to encourage a more diverse attendance.
NICK VELASQUEZ, VAN NUYS, spoke in support of the CSW Pride Event.

EDLIN BURCIAGA, GARDENA, spoke in support of the CSW Pride Event.

TERESA, KEN & ELLIOTT SEITZ, LOS ANGELES, spoke in support of the CSW Pride Event.

ADELA FRANCO, GARDENA, spoke in support of the CSW Pride Event.

CLAUDETTE COLBERT, LOS ANGELES, spoke in support of the CSW Pride Event.

DOMINICK ROMEO, WEST HOLLYWOOD, expressed concerns regarding the CSW Pride Event.

RABBI DENISE EGER, WEST HOLLYWOOD, spoke regarding the need to discuss issues surrounding the event to make it better.

MISTI COOPER, LOS ANGELES, spoke in support of the CSW Pride Event; specifically for businesses in the City.

IVY BOTTINI, WEST HOLLYWOOD, expressed concern over the atmosphere surrounding the comments regarding the CSW Pride Event.

MATT PALAZZOLO, WEST HOLLYWOOD, spoke in support of the CSW Pride Event.

JOHN O’BRIEN, LOS ANGELES, spoke regarding issues with The CSW Board and the Pride Event.

CHRIS CLARKIN, WEST HOLLYWOOD, spoke spoke in support of the CSW Pride Event and in support of an ongoing dialogue to make the event better.

Councilmember Heilman thanked Councilmember D’Amico for initiating the discussion, and for the public comments. He also thanked those that produce the event every year. He spoke regarding continuing the event, and discussing how to make the event better given the different views presented during public comment. He spoke regarding having a history and education component at the event, that may be City sponsored. He spoke regarding the first amendment issues raised by trying to create a public forum to decide who can participate in the event and spoke in support of the need to allow CSW to make decisions regarding who is included in the event. He spoke regarding the work that the Marketing and Visitor’s Bureau does to promote the event and asked Staff to provide
information to Council and constituents regarding their efforts. He spoke regarding the lack of exuberance of those on the parade route, and asked that this issue be addressed. He spoke regarding providing an opportunity for low-income residents to attend, at a reduced fee.

Mayor Pro Tempore Prang thanked the CSW volunteers and Board Members for their hard work. He spoke regarding the need to come together to discuss the event, to ensure that generations can enjoy it for years to come. He spoke regarding the history of the event and CSW, and stated that this is an opportunity to work together to try to achieve the goals of the community. He spoke regarding developing focus groups and community meetings where residents can voice their concerns about this and other issues in the City. He spoke regarding the need for history, education and politics to be a part of the event. He spoke regarding the City not interfering in the way CSW runs the event, but spoke in support of the City making suggestions to help make the event better, including being more creative with sponsorships. He spoke in support of a long-term plan to replace the revenue from admission charges in order to make the event more accessible to everyone.

Councilmember Land thanked everyone for attending the meeting and discussing this issue. She spoke regarding the re-vamping of this year’s event. She spoke regarding continuing with the current name of the event to remember the history and stated that this parade is something different for everyone. She spoke regarding the need for everyone to be involved, and to ensure that groups and individuals are not excluded. She spoke regarding the space provided for the event and made suggestions regarding cross-marketing. She spoke regarding the Council being mindful of having more detailed discussion with CSW Staff and not allowing those discussions to conflict with the planning of the event for this year.

Councilmember D’Amico spoke in support of looking toward changes to be incorporated in the 2013 Pride events. He spoke regarding the positive aspects of the event and the need to continue to hold the Pride event, but spoke in support of an open dialogue to help look for ways to improve the event. He spoke regarding the community being strong supporters of the event, but spoke regarding the consensus that improvements are needed. He spoke in support of reviving the West Hollywood Community Foundation to partner with CSW to make improvements to the 2013 Pride Event.

Mayor Duran spoke regarding his first attendance at a Pride parade in Los Angeles. He spoke regarding the diversity of the community and the challenge of inclusion of everyone at the event. He spoke regarding the history of CSW and regarding the small number of LGBT institutions that are 30 years old. He spoke regarding the need to include grassroots organizations in the event and the need to ensure that CSW continues to
have the fiscal sustainability to host the event. He asked the City Manager and the City Attorney to provide clarification on the West Hollywood Community Foundation. He spoke in support of the admission charges for the event, and spoke in support of fencing for the event.

Councilmember Land spoke in support of a dialogue with CSW to discuss their fundraising efforts in the past.

Councilmember D’Amico spoke regarding the reported revenue from the admission charges and reported number of attendees at the event. He stated that the reported revenue suggests a smaller number of people who actually entered the fenced area of the event.

Councilmember Heilman suggested that the Council work with CSW to perform a survey at this year’s event to receive feedback from those that participate. He also spoke regarding it being premature in utilizing the Community Foundation. He spoke regarding the possibility of the City organizing the educational and history based events.

City Manager Arevalo spoke in support of the CSW model, which is a volunteer organization that is comprised of members of the community to serve the City. He expressed concerns regarding the City inserting themselves too much into the organization of the event as opposed to providing guidance to CSW and allowing them to continue to own the event.

Mayor Duran requested clarification from CSW regarding their timeline and schedules for organizing the upcoming Pride event.

Councilmember Heilman requested clarification from CSW regarding what additional tools they would request from the City to help improve the event. Steve Ganzel stated that it would be better to have the City discuss possible ways to collaborate after this year’s event.

City Manager Arevalo spoke in support of a sub-committee of the Council, staff, and Council Deputies to help put together a survey for this year’s event.

**ACTIONS:** 1) Receive and file background overview of Christopher Street West Festival and Parade; 2) Provide additional direction to staff as necessary; and 3) Form a sub-committee consisting of Mayor Duran and Councilmember D’Amico to participate in meetings with the CSW Board. **Carried by Consensus of the Council.**

**5.C. DISCUSSION OF ELECTION REFORM MEASURES TO BE ENACTED IN ADVANCE OF THE WEST HOLLYWOOD MUNICIPAL ELECTIONS IN 2013 [J. D’AMICO, M. REX, J. PRANG, M. HAIBACH]:**
SUBJECT: The City Council will discuss proposed Election Reforms to be implemented in advance of the 2013 Municipal Elections.

Councilmember D'Amico provided background information as outlined in the staff report dated January 17, 2012.

Councilmember Heilman requested clarification on Recommendation #3 and asked whether this was something that the City already does. He also expressed concerns regarding the City posting campaign literature on the website and it being seen as an endorsement.

Councilmember Land spoke regarding Recommendation #1 and the need to address social and electronic media during the drafting of the ordinance. She also spoke regarding sending voter registration forms to residents who are getting parking permits, as well as providing an easy link regarding voter registration on the City’s website.

JOSEPH CLAPSADDLE, WEST HOLLYWOOD, spoke briefly regarding Item 5.B. He also spoke in support of making voter registration easier and providing information to get more voters out.

CATHY BLAIVAS, WEST HOLLYWOOD, spoke in support of making voter registration easier, but expressed concern over moving the election date and suggested a community meeting to further discuss this issue.

STEPHANIE J. HARKER, WEST HOLLYWOOD, spoke in support of the Item, but expressed concern over moving the election date and suggested a community meeting be held to further discuss this issue; as well as possibly placing the issue on the ballot.

BRUCE KAYE, WEST HOLLYWOOD, spoke in support of the Item and in support of ethics reform.

SHEILA LIGHTFOOT, WEST HOLLYWOOD, spoke in support of the Item, but expressed concern over moving the election date and suggested that a community meeting be held to further discuss this issue, as well as term limits.

STEVE MARTIN, WEST HOLLYWOOD, spoke in support of the Item and providing voter registration forms at City meetings. He expressed concerns over moving the election date to November.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke regarding voter turnout and suggested that if the election date is changed, it should be changed to an even year. She also spoke regarding Board Members and Commissioners endorsing candidates.
Councilmember Land spoke regarding Recommendation #4 and stated that there are pros and cons to moving the date, and suggested more discussion regarding the issue. She spoke regarding the City’s ongoing support of legislation to allow for an all vote-by-mail ballot. She spoke in support of election reforms regarding voting mechanisms, particularly using new technologies such as iPads. She spoke in support of Recommendation #5, and encouraged Staff to work with the County to try to standardize polling locations.

Councilmember Heilman spoke regarding November elections and spoke regarding the possibility of having two ballots if the City consolidated with a County election. He spoke regarding the possibility of mandatory voting. He spoke regarding the possibility of prohibiting people from serving as both lobbyists and campaign consultants.

Mayor Pro Tempore Prang spoke regarding campaign finance regulations that were enacted in the past two years. He spoke regarding Recommendation #1 and stated that it would provide better transparency. He spoke regarding Item #4 and expressed concern over moving the date and stated that he was open to community discussion on this item. He spoke in support of Recommendation #5, and encouraged Staff to work with the County to try to standardize polling locations.

Mayor Duran spoke in opposition to changing the election date, due to the size of the ballots for those elections and the risk of having voters who may not know the West Hollywood issues or the candidates involved. He spoke in support of keeping our elections under the City Clerk’s Division in March. He spoke regarding standardizing the polling places in West Hollywood and the challenges involved. He spoke in opposition to not allowing board members and commissioners to endorse candidates.

Councilmember D’Amico spoke in support of the alternate recommendation in the staff report and spoke regarding the difficult position that board members and commissioners are put in when they are solicited for endorsement by candidates.

**ACTIONS:** 1) Direct the City Attorney to draft an amendment to the West Hollywood Municipal Code to require that all candidates and committees, including those making independent expenditures or member communications, in a local municipal election submit electronic copies of campaign literature to the West Hollywood City Clerk for posting on the City website; 2) Direct staff to meet with the Los Angeles County Registrar of Voters staff to determine what the process currently is for updating local voter rolls and to request that the voter rolls for the City of West Hollywood be assessed to determine how current and accurate the existing rolls are and to request that the rolls be updated, if necessary; 3) Direct staff to develop a program to promote voter registration by
advocating the importance of voting and distributing Voter Registration forms at various locations around the City, including requesting that realtors and landlords distribute forms to new homeowners and tenants; and 4) Direct staff to investigate what would be required to and the feasibility of standardizing Polling Locations between the City of West Hollywood and the County of Los Angeles. **Motion by Mayor Pro Tempore Prang, seconded by Mayor Duran and unanimously approved.**

5.D. **ADVISORY BOARD APPOINTMENTS [C. SCHAFFER]:**  
**SUBJECT:** The City Council will consider making at-large appointments to City Advisory Boards.

**ACTION:** The City Council made the following at-large appointment to City Advisory Boards: Russian Advisory Board: Vika Safrigina

EXCLUDED CONSENT CALENDAR:

2.J. **ZIPCAR CAR SHARING PILOT PROGRAM [A. MCINTOSH, M. ANTOL, B. CHEUNG]:**  
**SUBJECT:** The City Council will consider approval of an agreement with Zipcar to establish a car-sharing pilot program.

Mayor Duran expressed concern over giving public spaces to a private company and the revenue that the City would lose. He requested clarification as to whether private companies were unwilling to provide these spaces.

Senior Transportation Planner Bob Cheung stated that this program is a way for the city to promote car sharing and at the end of the 2-year program we would re-evaluate and negotiate the terms for purchasing spaces. He also stated that the on-street parking spaces would promote program visibility.

Mayor Duran requested clarification of the terms of the contract and whether the City can terminate the contract if the program is not successful.

Anne McIntosh, Director of Community Development, spoke regarding the benefits of this program to the City.

Councilmember Heilman spoke regarding the possibility of eventually reclaiming the public on-street parking spaces by locating alternate spaces in the City. He spoke in support of the pilot project and the ongoing evaluation of the program.
LINDSEY HORVATH, WEST HOLLYWOOD, spoke in support of the Item.

Councilmember Land thanked Staff for bringing the Item forward and spoke in support of the Item. She spoke regarding appropriate signage to promote the spaces.

ACTION: Authorize the City Manager to enter into an agreement with Zipcar to provide car-sharing pilot program for a period of two years. Motion by Councilmember Land, seconded by Councilmember D’Amico and unanimously approved.

PUBLIC COMMENT:

CATHY BLAIVAS, WEST HOLLYWOOD, spoke regarding the proposed changes to Plummer Park and thanked Staff for the recent meetings with residents. She expressed concerns regarding the funding for the design and spoke in support of maintaining the history of the Park.

STEPHANIE J. HARKER, WEST HOLLYWOOD, requested that the Council continue to adjourn meeting in memory of those soldiers who have died while fighting in Afghanistan. She also spoke regarding the proposed changes to Plummer Park; specifically the loss of trees.

SHEILA LIGHTFOOT, WEST HOLLYWOOD, thanked Council for approving Item 2.U. and asked that the same consideration be given to restaurants as it relates to the Smoking Ban. She also spoke regarding the issues raised surrounding the proposed changes to Plummer Park.

6. LEGISLATIVE: NONE

COUNCILMEMBER COMMENTS: NONE

ADJOURNMENT: The City Council adjourned at 11:51 p.m. in memory of Shane McCullough, Rae Mitchell, Stella Forer, Marcella Calderon, Charles Christ, Juan Manuel Medina, Helen Palmer, and Senya Taub. The City Council adjourned to their next regular meeting, which will be on Monday, February 6, 2012 at 6:30 P.M. in the West Hollywood Park Public Meeting Room - Council Chambers, 625 N. San Vicente Boulevard.
PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 6th day of February, 2012 by the following vote:

AYES: Councilmember: D’Amico, Heilman, Land, Mayor Pro Tempore Prang and Mayor Duran.

NOES: Councilmember: None.

ABSENT: Councilmember: None.

ABSTAIN: Councilmember: None.

_____________________________________
JOHN J. DURAN, MAYOR

ATTEST:

_____________________________________
COREY SCHAFFER, CITY CLERK