

CITY OF WEST HOLLYWOOD
Eastside Task Force
DRAFT MINUTES
TUESDAY, JULY 23, 2013
PLUMMER PARK PUBLIC MEETING ROOMS 5 & 6
7377 Santa Monica Blvd
6:30 P.M. – REGULAR MEETING

CALL TO ORDER:

The meeting was called to order by Staff Liaison Lisa Belsanti at 6:31 p.m.

PLEDGE OF ALLEGIANCE: Lyndia Lowy led the Pledge of Allegiance.

ROLL CALL:

PRESENT: Lisa Andreson, Adam Bass, Rob Bergstein, Chad Blouin, Carlos Florez, Michael Jay, Alicia Matricardi, Ruth Williams

ABSENT: Steve Levin

STAFF LIAISONS: Lisa Marie Belsanti, Acting Public Information Office Manager
Elizabeth Savage, Director of Human Services & Rent Stabilization

RECORDING SECRETARY: Bobby Safikhani, Administrative Specialist IV

APPROVAL OF AGENDA

Motion was made by Ruth Williams and seconded by Adam Bass to approve the agenda. Motion approved.

APPROVAL OF MINUTES:

Motion made by Chad Blouin and seconded by Ruth Williams to approve the June 25, 2013 meeting minutes. Motion approved.

PUBLIC COMMENTS

LYNDIA LOWY, WEST HOLLYWOOD, Spoke regarding a previous special task force meeting which included a tour of eastside sights. She also expressed concerns regarding the progress of the Task Force.

JULIA MYERS, HOLLYWOOD, Expressed gratitude to the Task Force for their efforts and shared concerns regarding the quality of life for the homeless in West Hollywood.

VICTOR OMELCZENKO, WEST HOLLYWOOD, Spoke regarding 1343 N. Laurel and encouraged public participation in upcoming workshops. He also spoke emphasizing the importance of historic preservation and rehabilitation of buildings in the city.

REVIEW AND UPDATE STUDY SESSION PRIORITIES

The Task Force reviewed the power point which was developed by facilitator Don Maruska over the course of the previous two meetings. Staff reviewed options presented by the Task Force, closing comments by Task Force members, and priorities and rankings given at the previous meeting.

Staff asked that Ruth Williams give her input on priorities as her preferences were not recorded at the previous meeting. Ruth Williams mentioned that H (*Establish an ongoing city-supported Eastside*) was her preferred option and Option G (*Group Establish a few major community events*) was acceptable.

Ruth Williams spoke regarding Trader Joes and redevelopment. Staff reported that in a recent meeting with Avalon Bay, the cost of demolition was confirmed and that they are going to demolish the entire site. A solid agreement has not been made with Trader Joes however there is a high desire to maintain retail space.

Ruth Williams also requested that informational packets from Public Safety be provided at the next ETF meeting.

DISCUSSION ABOUT IMPLEMENTATION OF COMMUNITY ENGAGEMENT RECOMMENDATIONS

Lisa Belsanti began to review goals previously set by the Task Force and asked them to address how they wanted to report back to Council.

A motion was initiated by Chad Blouin and seconded by Michael Jay to vote on goals individually as they are reviewed. Motion passed 5-3.

Ruth Williams addressed that the impact of removing deputies off the street to be in a sub-station would not be feasible. Ruth asserted that Block by Block was doing an excellent job on the Eastside working closely with the Business community to identify problems & patrolling the residential streets. A motion was initiated by Chad Blouin and seconded by Michael Jay to remove the suggestion of a Sheriff substation on the eastside from the Task Force goals and simply state a desire for an increase in police presence. The motion passed unanimously.

Michael Jay suggested establishing a *brand* for the eastside of West Hollywood and asked for clarification of support entailed with a *City supported* group and if it would be possible to form community groups with an event budget provided by the City. Staff clarified that large budgets are not given to groups and that groups are created to give recommendations to City Council for funded initiatives.

Staff clarified that there was no group to represent the eastside after the dissolution of the PAC. It was reported that staff met with Economic Development, Cultural Arts & Affairs, Community Development, and Human Services & Rent Stabilization and there was a consensus regarding a need for synergy with the eastside and staff.

Rob Bergstein asked staff if other parts of the community felt the same vacuum.

Staff clarified that the vacuum on the eastside began after the dissolution of the Eastside Project Advisory Committee and was felt because of the amount of new developments on the eastside. Staff elaborated the advantage of flexibility of a new group to allow outside groups to participate. Staff clarified that the group could receive city support for possibly 2 years with a 1 year renewal option.

PREPARATION OF DRAFT REPORT BACK TO COUNCIL

Ruth Williams expressed concerns that if unexpected items are put on a non-formal agenda, communication would need to be strengthened. She mentioned that she did not see the urgency of putting items on an agenda in an expressive manner and was concerned about transparency. Ruth asserted that the public previously expressed concern that they were not aware of decisions being made and felt this was occurring without notifying the community.

Michael Jay suggested the idea of forming a steering committee that would be broken down into subcommittees. He suggested that four subcommittees would address the main issues of special events, civic engagement, action items, and governmental affairs. He mentioned that the public is welcome to join the subcommittees which would also have a Chair and Vice-Chair. He emphasized that a Brown Act structure gives limited ability to speak and participate and suggested that an open collaborative group engaging the community would result with greater positive impacts.

Chad Blouin mentioned that a Brown Acted Group with subcommittees could have flexibility by reporting issues back to the group. Carlos Florez expressed that a non-Brown acted group would encourage public participation. Michael Jay mentioned that he did not see any benefits to making a meeting Brown Acted. Adam Bass reiterated that the Brown Act would maintain long term transparency and suggested informal subcommittees with a large formal group. Rob Bergstein mentioned that more eastside residents are being appointed to boards and commissions and also supported the idea of a formal Brown Acted group. Michael Jay expressed concerns of forming another board or commission with Council appointees and suggested that Chairs be elected by the public. Adam Bass expressed that the City should not be discouraged to form a formal eastside group because the possibility that other geographical areas of the city would desire their own formal group.

RANGE OF RECCOMENDATIONS

Chad Blouin initiated a motion to recommend to City Council to appoint a Brown Acted Body to address issues on the eastside and does not need to be limited to 7 or 9 members. Motion was seconded by Ruth Williams and passed with 8 votes. Rob Bergstein abstained.

Alicia Matricardi initiated a motion to recommend Council appoint more eastside residents and business owners to existing boards and commissions. The motion was seconded by Lisa Andreson and passed unanimously.

Alicia Matricardi initiated a motion which was seconded by Rob Bergstein to recommend to council to not adopt a formal body but to adopt a community body that will establish its own agenda and promote itself in lieu of options 1 and 2. The motion was withdrawn by Alicia Matricardi.

Chad Blouin asked staff how the report would be presented. Staff explained that the Task Force recommendation might not be a consent item and that it could be considered. Staff further explained the process of reporting the recommendation to Council and encouraged all Task Force members to join that Council meeting. Alicia Matricardi asked if staff had drafted a model that represents anything similar to the

community collaborative the Task Force had previously suggested and asked how that model receives support from City Staff.

Staff suggested that the Task Force prepare for staff to present the report at the September 16th Council meeting and encouraged all members to participate.

TASK FORCE COMMENTS

Rob Bergstein mentioned that six pawn shops are allowed to operate in the City and that 5 of them are on the Eastside. He suggested that Council revise the ordinance for pawn shops as previously done for Marijuana shops.

Ruth Williams addressed public comments regarding the Task Force not having a chair and vice chair. She mentioned that the Task Force previously voted not to have a chair and vice-chair. She also reminded everybody that August 6th is *National Night Out*.

Adam Bass asked that the draft report to Council be sent to the Task Force members for review as early as possible.

PUBLIC COMMENTS

STEPHANIE HARKER, WEST HOLLYWOOD, Suggested that the Task Force consider a community based collaborative and emphasized that a Brown Act Group would limit public participation. She also announced that Great Hall/Long Hall was officially registered in the National Register of Historic Places. Stephanie asked that the Task Force also encourage Council to appoint more women and people representing the Russian community to existing boards and commissions.

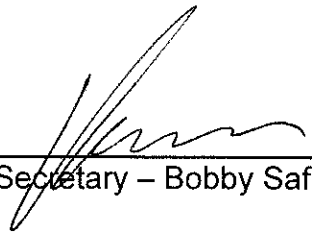
NEXT AGENDA

- A. Formulation and review of draft report back to City Council.

ADJOURNMENT:

Motion was made by Michael Jay and seconded by Ruth Williams adjourn to its meeting scheduled Tuesday, August 27, 2013 at 6:30 p.m. in rooms 5 and 6 at Plummer Park. Motion approved and The Eastside Task Force adjourned at 8:26 p.m.

UPCOMING MEETING SCHEDULE: 2013				
DATE	DAY	TIME	MEETING TYPE	LOCATION
August 27	Tuesday	6:30 p.m.	Regular	Plummer Park


Secretary – Bobby Safikhani