

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
MINUTES  
MONDAY, FEBRUARY 3, 2014  
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS  
625 N. SAN VICENTE BOULEVARD**

**6:30 P.M. – REGULAR MEETING**

**CALL TO ORDER:** Mayor Land called the meeting to order at 6:32 p.m.

**PLEDGE OF ALLEGIANCE:** Tom Demille led the Pledge of Allegiance.

**ROLL CALL:**

**PRESENT:** Councilmember Duran, Councilmember Heilman,  
Councilmember Prang, Mayor Pro Tempore D’Amico and  
Mayor Land

**ABSENT:** None.

**ALSO PRESENT:** City Manager Arevalo, City Attorney Jenkins, City Clerk  
Quarker, and Administrative Specialist Gonzalez.

**REPORT OF CLOSED SESSION AGENDA:**

City Attorney Jenkins reported that the Closed Session of the City Council was cancelled.

**APPROVAL OF AGENDA:**

Councilmember D’Amico requested that Items 2.N. and 2.V. be moved to the Excluded Consent Calendar.

Councilmember Duran requested that Item 2.K. be moved to the Excluded Consent Calendar.

**Motion by Councilmember Prang, to approve the February 3, 2014 Agenda as amended, seconded by Councilmember Duran, and approved unanimously.**

**ADJOURNMENT MOTIONS:**

Councilmember Prang requested that the meeting be adjourned in memory of Theodore “Ted” Lipschultz, the father-in-law of Maury Goldman. He also reported that there were no military casualties since the last City Council meeting.

Mayor Pro Tempore D’Amico requested that the meeting be adjourned in memory of his mother in law, Lillian Rand.

Mayor Land requested that the meeting be adjourned in memory of Judith Winrader, mother of City employee Rob Winrader. She also requested that the meeting be

adjourned in memory of Juan Ramon Diaz father of Francis Diaz, a West Hollywood neighborhood watch captain.

## **PRESENTATIONS:**

Councilmember Heilman presented a proclamation celebrating Uprising of Love: Pride House 2014 Day to raise awareness and funds for the Russian LGBT Community.

### **1. PUBLIC COMMENT:**

CHAD BLOUIN, WEST HOLLYWOOD, spoke in support of Item 2.M.

COE HOLBROOK, WEST HOLLYWOOD, expressed concerns regarding Item 2.O. and Item 2.N.

LARRY BLOCK, WEST HOLLYWOOD, spoke regarding the history and the future of West Hollywood.

TOM DEMILLE, WEST HOLLYWOOD, spoke regarding the lives of those living with AIDS, and spoke regarding maintenance issues at his building.

NIV ZILBERMAN, WEST HOLLYWOOD, spoke regarding LGBT issues in Russia and upcoming events in West Hollywood to show support.

MARC HAUPERT, BURBANK, spoke regarding an upcoming book reading event hosted by the West Hollywood Library Foundation and the City of West Hollywood. He also thanked the City Council for their support over the years.

JEANNE DOBRIN, WEST HOLLYWOOD, expressed condolences to Mayor Pro Tempore D'Amico and his family. She also expressed concern that a new housing development on Santa Monica Blvd. will not be providing parking spaces its Senior and/or Disabled tenants.

JIM LISSNER, HERMOSA BEACH, expressed concerns about the number of red light camera tickets issued in West Hollywood. He asked Council to require that warning notices be provided in Spanish and Russian languages as well.

BART VERRY, LOS ANGELES, thanked Council for their support of Item 2.R.

SCOTT RICE, WEST HOLLYWOOD, spoke regarding the plastic bag ban ordinance.

DONALD ELMBLAD, WEST HOLLYWOOD, spoke regarding the current water emergency and expressed concern with the issues surrounding the City's underground water table.

ALFREDO DIAZ, WEST HOLLYWOOD, expressed concern with the development around West Hollywood Park.

LINDSEY HORVATH, WEST HOLLYWOOD, spoke regarding the upcoming One Billion Rising event, scheduled for February 14<sup>th</sup> and thanked Council for their continued support of the event.

BEN COLEMON, WEST HOLLYWOOD, spoke regarding Item 2.O. and expressed concerns with the safety of the crosswalks.

### **COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:**

Councilmember Prang spoke regarding Item 2.O. and expressed his concerns with the lack of lighting at these crosswalks. He spoke in support of installing pedestrian activated signals. He spoke regarding his support for the current Item, but also requested that staff continue to look at more options for this issue. He thanked Marc Hauptert for his work with the Library Foundation. He spoke regarding the recent FACT event held in the City and Council voicing their concerns to the delegate from Russia regarding LGBT Civil Rights issues in that Country.

Councilmember Duran registered his abstention on Item 2.R., as he serves on the APLA Board of Directors. He spoke regarding the recent FACT event and commended Mayor Land for standing her ground when voicing her concerns to the delegate from Russia regarding LGBT Human Rights issues. He spoke regarding an online video of the Gay Men's Chorus performing in Russia in 1999. He thanked Alfredo Diaz and others for their recent actions that called attention to the LGBT Civil Rights issues in Russia. He spoke in support of Item 2.O. and provided a brief history of the issue. He spoke regarding pedestrian activated signals and stated that due to the heavy traffic in the area, lights placed in the street pavement would require constant replacement. He reported that there was a 20% increase in night time yielding at the three pilot locations. He spoke regarding public comment surround the plastic bag ban ordinance.

Councilmember Heilman spoke regarding upcoming events in the City, including Outfest West Hollywood Screening Series, which begins February 5; Uprising Love: Pride House Day on February 7; and the Human Rights Speak Series event on February 10. He encouraged everyone to come out and support these free programs.

Mayor Pro Tempore D'Amico spoke regarding Item 2.O., and asked Staff to study the light levels at the crosswalks, especially on Hancock. He thanked Marc Hauptert for his work with the West Hollywood Library Foundation. He spoke regarding issues neighbors in West Hollywood West are having regarding the design of new houses in their area. He spoke regarding the need to have a healthy dialogue regarding this issue and encouraged those homeowners to work with the City on design options. He requested that the City Manager look into whether or not Great Hall/Long Hall has been taken off the list of available meeting spaces at Plummer Park. He spoke regarding the upcoming CalArts Lecture Series event to be held on Friday, February 28.

Mayor Land spoke regarding the issues with the neighbors in the West Hollywood West area and encouraged them to attend the upcoming meeting on February 5, 2014 to discuss the design of buildings in that area. She spoke regarding the upcoming One Billion Rising Event. She spoke regarding the recent Roe v Wade event and thanked all those who participated including Councilmember Duran and Councilmember Heilman, Council Deputies Kiran Hashmi and Fran Solomon and City staff members Larissa Fooks and John Ericson. She spoke regarding the City's first Twitter Chat regarding the Affordable Care Act and stated that the dialogue is posted on the City's website. She thanked Marc Hauptert for his work with the West Hollywood Library Foundation. She spoke regarding the resignation of L.A. County Sherriff Lee Baca and reported that the Interim L.A. County Sherriff will be John Scott.

### **CITY MANAGER'S REPORT:**

City Manager Arevalo spoke regarding Item 2.O. and stated that Staff will do further analysis on the program. He provided clarification regarding the use of Great Hall/Long Hall and stated that there is one group currently meeting in the space; however all other meetings have been put on hold and Staff will be bringing an Item to Council in thirty days to discuss the future use of these spaces.

### **FISCAL IMPACT ON CONSENT CALENDAR:**

City Clerk Quarker stated that the fiscal impact on the Consent Calendar is \$267,517.00 in expenditures, \$38,690 in potential revenue, and (\$3,419) in waived fees.

### **2. CONSENT CALENDAR:**

**ACTION:** Approve the Consent Calendar, 2.A.,B.,C.,D.,E.,F.,G.,H.,I.,J.,L.,M.,O.,P.,Q.,R.,S.,T.,U. **Motion by Councilmember Duran, seconded by Councilmember Prang and approved, noting Council Duran's abstention on Item 2.R.**

#### **2.A. POSTING OF AGENDA:**

*SUBJECT: The agenda for the meeting of Monday, February 3, 2014 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, January 30, 2014.*

**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 the prior Council meeting.*

**ACTION:** Approve the minutes of January 21, 2014. **Approved as part of the Consent Calendar.**

#### **2.C. DEMAND REGISTER NO. 737, RESOLUTION NO. 14-4524:**

*SUBJECT: The City Council is requested to approve payment of bills due as presented by the Director of Finance.*

**ACTION:** Approve Demand Register No. 737 and adopt Resolution No. 14-4524, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 737". **Approved as part of the Consent Calendar.**

**2.D. TREASURER'S REPORT FOR AUGUST 2013 [D. WILSON, L. QUIJANO, N. CORONADO]:**

*SUBJECT: The City Council will receive the Treasurer's Report for the month ended August 2013 pursuant to Section 53646 of the Government Code of the State of California.*

**ACTION:** Receive and file. **Approved as part of the Consent Calendar.**

**2.E. CLAIMS ADMINISTRATION:**

*SUBJECT: The City Council is asked to deny Claims filed against the City, as a routine administrative step in claims processing.*

**ACTION:** Deny the claims of Sony Stevan and refer to the City's claims adjuster. **Approved as part of the Consent Calendar.**

**2.F. COMMISSION ACTION REPORTS:**

*SUBJECT: The City Council will receive reports from the Arts and Cultural Affairs Commission and the Public Safety Commission 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 EAST SIDE TASK FORCE [C. SCHAFFER, Y. QUARKER]:**

*SUBJECT: The City Council will receive the attendance reports for City Commission, Advisory Board, and East Side Task Force meetings convened between November 2012 - November 2013.*

**ACTION:** Receive and file the attendance reports. **Approved as part of the Consent Calendar.**

**2.H. YOUTH MEMBER FOR LESBIAN AND GAY ADVISORY BOARD [E. SAVAGE, J. BOOK]:**

*SUBJECT: The Lesbian and Gay Advisory Board requests that the City Council initiate an application process for, and proceed to appoint, a youth member of the Lesbian and Gay Advisory Board.*

**ACTION:** Direct the City Clerk's office to advertise the position of ex-officio youth member of the Lesbian and Gay Advisory Board, accept applications, and return to the City Council with applications from interested candidates, for consideration for appointment. **Approved as part of the Consent Calendar.**

- 2.I. SUNSET LA CIENEGA DEVELOPMENT AGREEMENT YEARLY REVIEW [P. AREVALO, F. CONTRERAS, S. DEWOLFE, J. KEHO]:**  
*SUBJECT: Pursuant to Section 4.3.1 of the Sunset La Cienega Project Development Agreement, the City must review the extent of good faith substantial compliance by the Project Owner with the terms of the Development Agreement. This report serves as the review that is required at least every twelve (12) months during the term of the Development Agreement.*  
**ACTION:** Receive and file. **Approved as part of the Consent Calendar.**
- 2.J. STREET AND SIDEWALK CLOSURES DURING EXCAVATION FOR THE DEVELOPMENT PROJECTS AT 8440–8490 and 8500–8544 SUNSET BLVD, SUNSET-LA CIENEGA MIDDLE AND EAST PARCELS [O. DELGADO, S. PERLSTEIN]:**  
*SUBJECT: The City Council will consider approving street and sidewalk closures which would be in effect for approximately 5 to 6 weeks during the excavation for the development projects located at 8440-8490 and 8500-8544 Sunset Blvd, also known as the Sunset-La Cienega Middle and East Parcels.*  
**ACTIONS:** Authorize the City Engineer to issue Encroachment Permits to the developer for sidewalk and street closures on Sunset Blvd and La Cienega Blvd for approximately 5 to 6 weeks during the excavation for the development projects located at 8440-8490 and 8500-8544 Sunset Blvd.  
**Approved as part of the Consent Calendar.**
- 2.K. SUNSET BOULEVARD OFF-SITE SIGNAGE STUDY [S. DEWOLFE, J. KEHO, M. ANTOL, B. SIEGL]:**  
*SUBJECT: The City Council will receive a project status update regarding the Sunset Boulevard Off-Site Signage Study.*  
**ACTION: This Item was moved to Excluded Consent.**
- 2.L. MUNICIPAL LAW ENFORCEMENT SERVICES AGREEMENT RENEWAL BY AND BETWEEN THE COUNTY OF LOS ANGELES AND THE CITY OF WEST HOLLYWOOD [K. COOK]:**  
*SUBJECT: The City Council will consider the renewal of the Municipal Law Enforcement Services Agreement by and between the County of Los Angeles and the City of West Hollywood for July 1, 2014 – June 30, 2019.*  
**ACTION:** Approve the Municipal Law Enforcement Services Agreement by and between the County of Los Angeles and the City of West Hollywood for July 1, 2014 – June 30, 2019. **Approved as part of the Consent Calendar.**
- 2.M. AWARD OF CONSTRUCTION CONTRACT FOR CIP 1404, CONCRETE REPAIR PROGRAM EAST SIDE – PHASE III, CDBG PROJECT NO. 601553-13 [O. DELGADO, S. PERLSTEIN]:**

**SUBJECT:** *The City Council will consider awarding a construction contract for the Concrete Repair Program East Side – Phase III, CIP 1404, CDBG Project No. 601553-13.*

**ACTIONS:** 1.) Accept the bid dated January 15, 2014, submitted by ABNY General Engineering Inc.; 2) Authorize the City Manager to enter into a contract with ABNY General Engineering Inc. in the amount of \$179,580 for the construction of CIP 1404, Concrete Repair Program East Side – Phase III, CDBG Project No. 601553-13; 3) Authorize the City Engineer to manage Change Orders for work on the construction contract in an amount not to exceed 15% of the contract amount; 4) Approve Resolution 14-4525, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE DESIGN AND PLANS FOR THE CONSTRUCTION OF CONCRETE REPAIR PROGRAM EAST SIDE – PHASE III, CIP 1404, CDBG PROJECT NO. 601553-13, PURSUANT TO GOVERNMENT CODE SECTION 830.6 AND ESTABLISHING A PROJECT PAYMENT ACCOUNT”; and 5) Make a finding that pursuant to the provisions of the California Environmental Quality Act (CEQA-Public Resources Code, Section 21084 et. Seq.), Concrete Repair Program East Side – Phase III, CIP 1404, CDBG Project No. 601553-13, meets the requirements for a categorical exemption in compliance with Article 19, Section 15301, (Class 1- Existing Facilities).  
**Approved as part of the Consent Calendar.**

**2.N. AGREEMENT FOR SERVICES WITH NEXTBUS, FOR REAL TIME TRIP ARRIVAL FOR THE CITYLINE [E. SAVAGE, D. GIUGNI, P. GOODMAN, F. GOMEZ]:**

**SUBJECT:** *The City Council will consider authorizing an Agreement for Services with NextBus for the adoption of a “real time” arrival program for the Cityline.*

**ACTIONS:** This Item was moved to Excluded Consent.

**2.O. RECTANGULAR RAPID FLASHING BEACON EVALUATION [O. DELGADO, S. PERLSTEIN, S. DEWOLFE, M. ANTOL, W. DAVIS]:**

**SUBJECT:** *The City Council will consider keeping the Rectangular Rapid Flashing Beacon at three test crosswalk locations and adding the device at three new locations. The Transportation Commission supports the Rectangular Rapid Flashing Beacon.*

**RECOMMENDATIONS:** 1) Keep the Rectangular Rapid Flashing Beacons at the following unsignalized crosswalk locations: a) Santa Monica Boulevard at Westmount Drive; b) Santa Monica Boulevard at Orange Grove Avenue; and c) Crescent Heights Boulevard at Norton Avenue; and 2) Direct staff to install the Rectangular Rapid Flashing Beacon as a visibility enhancement alternative at the following unsignalized crosswalk locations: a) Santa Monica Boulevard at Palm Avenue; b) Santa Monica Boulevard at Hancock Avenue; and c) and San Vicente Boulevard at the West Hollywood Library. **Approved as part of the Consent Calendar.**

**2.P. APPROVAL OF FINAL TRACT MAP NO. 71231 FOR THE CONDOMINIUM PROJECT LOCATED AT 1217 HORN AVENUE [O. DELGADO, S. PERLSTEIN]:**

*SUBJECT: The City Council will consider the approval of Final Tract Map No. 71231, a seven unit condominium, located at 1217 Horn Avenue.*

**ACTIONS:** 1) Make findings for the Final Tract Map as follows: a) That this project will not violate any of the provisions of Sections 66474, 66474.1, and 66474.6 of the Subdivision Map Act; b) That the proposed subdivision, together with the provisions for its design and improvement, is consistent with the General Plan required by Article 5 (commencing with Section 65300) of Chapter 3 of Division 1 of the Government Code or any specific plan adopted pursuant to Article 8 (commencing with Section 65450) of Chapter 3 of Division 1 of the Government Code; and c) That the development of the property in the manner set forth on the subject division of land will not unreasonably interfere with the free and complete exercise of any public entity and/or public utility rights of way and/or easements within the subject division of land, pursuant to Section 66436(a)3A(i-viii) of the Subdivision Map Act; 2) Approve Final Tract Map No. 71231' and 3) Instruct the City Clerk to endorse on the face of the map of Final Tract Map No. 71231, the certificate that embodies the approval of said map. **Approved as part of the Consent Calendar.**

**2.Q. 2014 VANITY FAIR OSCAR EVENT LOCATION CHANGE AND APPROVAL OF RELATED OSCAR EVENTS STREET/LANE CLOSURES [E. SAVAGE, C. SMITH]:**

*SUBJECT: For the 2014 Vanity Fair Oscar viewing and after party event, Council will consider approving associated lane closures on Sunset Boulevard and the associated temporary lane closures for load in and out of larger elements on San Vicente Boulevard for the Elton John AIDS Foundation Oscar viewing and after party.*

**ACTIONS:** 1) Approve the diversion of eastbound Sunset Boulevard traffic lanes for guest arrivals and departures of the Vanity Fair Oscar Viewing and after party event on Sunday, March 2, 2014; and 2) In relation to the Elton John AIDS Foundation Oscar viewing and after party, approve the temporary, limited time closures of southbound San Vicente Boulevard between Santa Monica Boulevard and Melrose Avenue for the delivery and removal of oversized production elements. **Approved as part of the Consent Calendar.**

**2.R. WAIVE FEES ASSOCIATED WITH AIDS PROJECT OF LOS ANGELES (APLA) OSCAR VIEWING FUNDRAISER EVENT AT THE ABBEY [J. HEILMAN, F. SOLOMON, J. SCHWEIGERT]:**

*SUBJECT: The City Council will consider waiving fees associated with AIDS Project of Los Angeles (APLA) Oscar viewing fundraiser event on March 2, 2014, at the Abbey.*



**ACTION:** Waive all fees associated with the event, venue, and parking.  
**Approved as part of the Consent Calendar, noting the abstention of Councilmember Duran.**

- 2.S. SUPPORT FOR LGBT COMMUNITY OF INDIA [E. SAVAGE, J. BOOK]:**  
*SUBJECT: The Lesbian and Gay Advisory Board requests that the City Council approve sending a letter of support to the Lesbian, Gay, Bisexual and Transgender community of the Republic of India, due to the recent ruling by the Supreme Court of India upholding Section 377 of India's Penal Code, which bans homosexual acts.*  
**ACTIONS:** 1) Upon approval, send a letter of support on behalf of the City Council to The Naz Foundation Trust of New Delhi, which is the organization that challenged the ban on homosexual acts in India; and 2) Direct that copies of this letter be sent to Human Rights Watch and other recipients deemed relevant to human rights in India. **Approved as part of the Consent Calendar.**
- 2.T. CO-SPONSORSHIP OF "A NIGHT OF QUEERY: GLBTQ FILM FESTIVAL AND PANEL" [P. AREVALO, M. LOUIE, A. CAMPBELL]:**  
*SUBJECT: The City Council will consider waiving facility use fees and authorizing parking validation for attendees for "A Night of Queery: GLBTQ Film Festival and Panel" in conjunction with the American Academy of Religion's Western Region's Queer Studies Caucus to take place on Friday, March 7, 2014 in the Council Chambers.*  
**ACTIONS:** 1) Approve the use of the West Hollywood City Council Chambers for the event; 2) Authorize an additional hour of validated parking for event participants, at the 5-story West Hollywood Park garage, for a total of 3 hours.; 3) Waive facility use fees for a total not-to-exceed amount of \$500; and 4) Authorize use of the City name and logo on promotional and collateral materials and the promotion of the event through the City's website, calendar and social media networks.  
**Approved as part of the Consent Calendar.**
- 2.U. CO-SPONSORSHIP OF FAT TUESDAY / MARDI GRAS 2014 EVENT [J. D'AMICO, M. REX, J. DURAN, I. OWENS]:**  
*SUBJECT: The City Council will consider co-sponsoring the Mardi Gras 2014 event in the alley off Larrabee Street.*  
**ACTIONS:** 1) Approve the co-sponsorship of the Mardi Gras 2014 event and authorize the use of the City name and logo on invitations, programs, and other collateral materials; 2) Approve the waiver of Special Event Permit and associated fees for the Mardi Gras 2014 event; 3) Approve the closure of the alley adjacent to Larrabee Street on Tuesday, March 4, 2014 from 7pm to Midnight; 4) Direct the Public Information Office to utilize all appropriate communication tools to promote the event including, but not limited to, the City's website and social media tools; and 5) Authorize the City Manager to sign all required documents relating to this item. **Approved as part of the Consent Calendar.**

**2.V. STRATEGIC UPDATE AND STATUS OF COUNCIL DIRECTIVES REGARDING THE SUNSET STRIP BUSINESS ASSOCIATION (SSBA) [P. AREVALO, M. LOUIE]:**

*SUBJECT: City Council will receive a report on strategic discussions and status of Council directives regarding the Sunset Strip Business Association (BID), Sunset Strip Music Festival and Sunset Strip Market.*

**ACTION: This Item was moved to Excluded Consent.**

**3. PUBLIC HEARINGS:**

**3.A. VALET PARKING ENCROACHMENT PERMIT FEES [O. DELGADO, J. ROCCO, S. PERLSTEIN, D. NORTE]:**

*SUBJECT: The City Council shall consider revising City fees for valet parking encroachment permits.*

The Item was noticed as required by law.

Jackie Rocco, Parking Services Manager, provided background information as outlined in the staff report dated February 3, 2014.

Mayor Land opened the public hearing and the following speakers came forward:

TOM DEMILLE, WEST HOLLYWOOD, spoke in opposition to the Item.

GENEVIEVE MORRIL, MARINA DEL REY, spoke in support of the Item.

Councilmember Duran requested clarification on whether the potentially impacted businesses were all restaurants and nightclubs. Staff provided clarification that most of the businesses are restaurants and nightclubs; however there are some retail businesses as well. Councilmember Duran expressed his opposition to the Item and spoke regarding the potential hardship a two-thousand dollar increase may be for some of the smaller businesses. He spoke in support of further analysis for a one-year period to determine if this fee revision is needed.

Councilmember Heilman spoke in support of the program resulting in some businesses paying less. He spoke in support of dynamic pricing and the creation of opportunities for public parking during certain hours, but expressed concerns with increasing the rates. He spoke regarding the City wanted to encourage valet parking to remove vehicles from the streets and into parking lots. He expressed his support for the other portions of the Item, but not the increase in fees.

Councilmember Prang spoke in support of some of the elements of the Item, but expressed his concern with voting on the Item as presented. He spoke in support of deferring this Item until the next budget cycle to allow

more time for analysis and community outreach. He also spoke in support of looking at whether or not the rates could be reduced.

Councilmember D'Amico spoke regarding the need to update the technology of the meters and parking systems. He spoke in support of utilizing the technology on the meters to display correct information as to when visitors can park at the meters and when they are for valet use only. He spoke in support of further investigation regarding the parking fees as well.

Mayor Land spoke in support of updating the technology.

**ACTION:** Council provided direction to Staff to: 1) investigate upgrading the meter technology; 2) unbundle the fees to allow for more flexibility using the current rates. **Motion by Mayor Pro Tempore D'Amico, seconded by Councilmember Prang, and approved.**

#### **4. UNFINISHED BUSINESS:**

##### **4.A. UPDATE AND DISCUSSION ON CAMPAIGNS AND ELECTIONS [M. JENKINS, C. SCHAFFER, Y. QUARKER]:**

*SUBJECT: The City Council will receive a summary of the discussion of the City Council subcommittee that was formed on March 18, 2013 in response to a Council item regarding potential amendments to the City's campaign and elections policies. The Council will also consider the campaign topics outlined in the staff report and provide direction to staff and the City Attorney.*

City Attorney Mike Jenkins, Councilmember Heilman, and Councilmember Prang provided background information as outlined in the staff report dated February 3, 2014.

SCOTT SCHMIDT, WEST HOLLYWOOD, spoke regarding the Item.

LARRY BLOCK, WEST HOLLYWOOD, spoke regarding the Item.

STEVE MARTIN, WEST HOLLYWOOD, spoke regarding the Item.

LAUREN MEISTER, WEST HOLLYWOOD, spoke regarding the Item.

Councilmember Duran spoke regarding allowing vote-by-mail applications to be returned by election campaigns and stated that the City must comply with state law. He spoke in support of raising funds for officeholder accounts. He spoke regarding the City's inability to regulate Independent Expenditure Committees as the Supreme Court has already ruled in favor of allowing these Committees. He spoke in support of providing an option to campaigns to either file statements online or to file a paper copy with

the City Clerk. He spoke in opposition to having an all-mail election. He spoke in opposition to moving City elections to November, and spoke in support of keeping the election in March. He spoke regarding campaign contribution limits and stated that he did not have a strong opinion regarding whether the limit is \$500 or \$1000. He spoke in opposition to prohibiting lobbyists from serving as campaign consultants.

Mayor Pro Tempore D'Amico spoke in support of following current laws related to vote-by-mail applications. He spoke in support of having a limit, decided by Council on Office holder accounts balances. He spoke in support of online filing of campaign finance statements. He spoke regarding all-mail elections and stated that if the law changes, Council should revisit the issue. He spoke in opposition to moving the City election to November. He spoke in support of a \$500 limit on campaign contributions. He spoke regarding lobbyists as serving as campaign consultants and stated that although he has not used a lobbyist, candidates should be allowed to hire whomever they want. He spoke regarding his commitment to disclose all donations he receives to provide transparency to the public regarding his campaign fundraising. He asked the City Clerk to look into whether the County Registrar-Recorder has updated the voter rolls.

Councilmember Prang spoke regarding the current Ordinance regulating Office holder accounts. He spoke regarding the various expenses related to attending charitable events, parking, etc. and spoke in support of allowing funds to be raised to assist with these types of expenses. He spoke in support of a \$500 limit on campaign contributions, but also expressed concerns with transparency issues surrounding donations from Independent Expenditure Committees.

Councilmember Heilman spoke in support of following current laws related to vote-by-mail applications. He spoke in support of keeping the current Ordinance regulating Office holder accounts. He spoke in support of asking the City Attorney to look into proposed legislation to regulate Independent Expenditure Committees. He spoke regarding the campaign finance statements already being made available online within 24-hours. He spoke in support of an all-mail election sometime in the future, to increase voter participation. He spoke in support of keeping the campaign contribution limit at \$500. He spoke in support of prohibiting Lobbyist from serving as campaign consultants because of how it appears to the public.

Mayor Land thanked the sub-committee, the City Attorney and the City Clerk's office for work on this Item. She spoke regarding campaign reform and expressed the importance of perception. She spoke regarding allowing vote-by-mail applications to be returned by election campaigns and stated that there has not been a problem with this in the past, so she is inclined to allow it, but would also not be opposed to lobbying for

changes to the law. She spoke in opposition to changing the current Ordinance regarding office holder accounts. She spoke in support of lobbying for the regulation of Independent Expenditure Committees. She spoke regarding online filing of campaign finance statements and spoke in support of looking at ways to encourage online filing. She spoke in support of all-mail elections due to the increase in voter participation. She spoke in support of looking at whether the City election could be moved to June and asked the City Clerk to explore how many municipalities hold elections in June and their voter participation rates. She spoke in support of keeping the campaign contribution limit at \$500. She spoke in support of prohibiting lobbyist from serving as campaign consultants and expressed concerns with how this effects public perception. She also spoke in support of inquiring as to whether the County has updated its voter rolls.

Mayor Pro Tempore D'Amico requested clarification from the City Attorney on whether the City could prohibit a Lobbyist from running a campaign.

City Attorney Jenkins stated that he will look into this issue with further direction to also define what "running a campaign" means.

**ACTIONS:** A) Take no action on Item #1; B) Give direction to the City Attorney to explore legislation as it relates to Item #3; C) Take no action other than ask the City clerk to encourage online filing for Item #4; D) Continue to lobby at the state level regarding Item #5; E) Give Direction to the City Clerk to do further research on #6 and F) keep the contribution limit at \$500 for Item #7. **Motion by Councilmember Heilman, seconded by Councilmember Mayor Pro Tempore D'Amico, and approved unanimously.**

**Mayor Land made a motion relating to Item #2, to keep the uphold the current regulations regarding Officeholder accounts, seconded by Councilmember Heilman, and approved, noting Mayor Pro Tempore D'Amico's abstention.**

**Mayor Land made a motion relating to Item #8, directing the City Attorney to look at developing a regulation that would prohibit a registered Lobbyist of the City of West Hollywood from being a campaign consultant, with additional direction to have the City Attorney define what it means to be a campaign consultant, seconded by Councilmember Heilman, and the motion failed, noting the NO votes of Councilmembers Duran, Councilmember Prang, and Mayor Pro Tempore D'Amico.**

**5. NEW BUSINESS:**

**5.A. PURCHASE OF ANNUAL METRO TRANSIT PASSES TO SUPPORT CITY ALTERNATE MODE INCENTIVE PROGRAM [S. DEWOLFE, M. ANTOL, C. CORRAO]:**

*SUBJECT: The City Council will consider approval of an agreement to purchase an annual transit pass for all city employees as part of the mitigation associated with the automated parking structure construction and to encourage the use of alternate modes of transportation.*

Melissa Antol, Long Range & Mobility Planning Manager, provided background information as outlined in the staff report dated February 3, 2014.

COE HOLBROOK, WEST HOLLYWOOD, spoke in opposition to the Item.

Mayor Pro Tempore D'Amico spoke regarding this Item in direct correlation with Item 2.N. and suggested that Staff look at re-routing the CityLine and use this mode of transportation for staff instead of providing bus passes. He spoke in support of providing a bicycle to employees in lieu of a bus pass as well.

City Attorney Jenkins expressed concerns with giving an employee a bicycle purchased with public funds.

Staff provided clarification regarding the costs and time restrictions associated with the use of the CityLine. Staff spoke regarding this Item being one part of a bigger program and that an Item will be brought to Council outlining the City's current incentives for utilizing alternative transportation, including a bike-sharing program.

Councilmember Heilman spoke regarding the difference between giving an employee a bike to have forever, as opposed to providing a bus pass for one year. He thanked Staff for looking at alternative transportation for employees during construction.

Councilmember Prang expressed concerns that employees may not utilize the assigned parking lots during the entire time of construction.

Mayor Pro Tempore D'Amico clarified that the bikes could be given to employees during construction and then sold after the structure is completed. He spoke regarding the need to increase the use of bicycles in the City.

Mayor Land spoke in support of the item. She spoke in support of Staff including information on a bike-sharing program in the Item that will be

brought back to Council on February 18, 2014. She also spoke in support of providing employees as many options as possible.

**ACTIONS:** 1) Authorize staff to enter into an Agreement (Attachment A) with Metro for an amount not to exceed \$32,743 to provide annual transit passes for all city employees; 2) Authorize the Director of Finance and Technology Services to allocate \$32,743 from undersigned funds in the Air Quality Improvement Fund, to account 207-3-07-83-531005 (Contract Services), to purchase the transit passes; and 3) Authorize the City Manager to sign and execute all necessary documents. **Motion by Mayor Land, seconded by Councilmember Duran, and approved, noting the NO votes of Councilmember Prang and Mayor Pro Tempore D'Amico.**

**5.B. RESOLUTION ESTABLISHING A UNIFORM POLICY FOR THE OUTDOOR PUBLIC DISPLAY OF GOVERNMENTAL AND NON-GOVERNMENTAL FLAGS [O. DELGADO, S. CAMPBELL, H. COLLINS, E. SAVAGE, J. BOOK]:**

*SUBJECT: The City Council will consider Resolution 14-\_\_\_\_ establishing a uniform policy for the permanent, as well as the temporary, display of governmental and non-governmental flags at outdoor locations on public property and public facilities.*

Steve Campbell, Facilities & Landscape Manager, provided background information as outlined in the staff report dated February 3, 2014.

IVY BOTTINI, WEST HOLLYWOOD, spoke in support of the Item.

DAN BERKOWITZ, WEST HOLLYWOOD, spoke in support of the Item.

LARRY BLOCK, WEST HOLLYWOOD, spoke in support of the Item.

GRACIELA IPARRAGUIRRE, WEST HOLLYWOOD, spoke in opposition to the Item.

STEVE MARTIN, WEST HOLLYWOOD, spoke in support of the Item.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in opposition to the Item.

Councilmember Prang spoke regarding the rainbow logo being the official logo of the City of West Hollywood.

Councilmember Duran thanked staff for their hard work on this Item. He spoke regarding the history of West Hollywood and the principles on which it was founded upon. He spoke in opposition to flying the rainbow flag on government buildings, but spoke in support of displaying the rainbow flag and the Transgender flag at Santa Monica Blvd./Crescent Heights (Matthew Shepard Memorial.)

Councilmember Prang spoke in support of the Item. He spoke regarding the flag being an important part of the identity of West Hollywood. He expressed concern over the comments made regarding Councilmember Duran and thanked him for his continued support of LGBT rights. He spoke in support of displaying the modified flag with the rainbow logo at all outdoor locations and flagpoles, and in support of displaying the rainbow flag and the Transgender flag at Santa Monica Blvd./Crescent Heights (Matthew Shepard Memorial.)

Mayor Pro Tempore D'Amico spoke in support of displaying a modified City Flag utilizing the white background with the rainbow logo.

Councilmember Heilman thanked everyone for their contribution on this Item. He spoke in support of displaying the modified flag with the rainbow logo at all outdoor locations and flagpoles, and in support of displaying the rainbow flag and the Transgender flag at Santa Monica Blvd./Crescent Heights (Matthew Shepard Memorial.)

Mayor Land spoke regarding the community always coming together as it relates to LGBT issues. She spoke regarding the importance of symbols for this City.

**ACTION:** Display the modified City flag with the rainbow logo at all outdoor locations and flagpoles, and display the rainbow flag and the Transgender flag at Santa Monica Blvd./Crescent Heights (Matthew Shepard Memorial). **Motion by Mayor Pro Tempore D'Amico, seconded by Councilmember Prang, and approved.**

**5.C. EASTSIDE WORKING GROUP APPOINTMENTS [S. DEWOLFE, M. ANTOL, B. SIEGL, C. SCHAFFER, Y. QUARKER]:**

*SUBJECT: The City Council will consider making direct and at-large appointments to the Eastside Working Group.*

**ACTION:**

A) Council made the following At-Large appointments: **Michael Dolan, Rica Burton, Chad Blouin and Jesse Slansky**

B) Council made the following direct appointments: Councilmember Duran: **Neal Zaslavsky**; Councilmember Heilman: **Jeff Yarbrough**; Councilmember Prang: **Lisa Andreson**, Mayor Pro Tempore D'Amico: **Emily Gable**; and Mayor Land: **Carlos Florez**.

City Council directed staff to bring back an Item for the final six appointments to the February 18, 2014 meeting to allow time for more applicants to submit applications.



**EXCLUDED CONSENT CALENDAR:**

**2.K. SUNSET BOULEVARD OFF-SITE SIGNAGE STUDY [S. DEWOLFE, J. KEHO, M. ANTOL, B. SIEGL]:**

*SUBJECT: The City Council will receive a project status update regarding the Sunset Boulevard Off-Site Signage Study.*

Councilmember Duran requested that Council consider allowing applications for Tall Walls during the period of the City's signage study.

Mayor Pro Tempore D'Amico requested clarification as to whether this is already the case. City Attorney Jenkins clarified that the City is not accepting any applications for any new signs at this time.

Mayor Land spoke in opposition to allowing any applications to be submitted during the time the City has chosen to take a step back and look at the issue of signage as a whole.

**ACTION:** Direct staff to return with an Action Item to allow for new applications or existing upgrades for Tall Walls to be submitted to the City during the signage study. **Motion by Councilmember Duran, seconded by Councilmember Heilman and approved, noting the NO votes of Councilmember Prang and Mayor Pro Tempore D'Amico.**

**2.N. AGREEMENT FOR SERVICES WITH NEXTBUS, FOR REAL TIME TRIP ARRIVAL FOR THE CITYLINE [E. SAVAGE, D. GIUGNI, P. GOODMAN, F. GOMEZ]:**

*SUBJECT: The City Council will consider authorizing an Agreement for Services with NextBus for the adoption of a "real time" arrival program for the Cityline.*

Mayor Pro Tempore D'Amico spoke regarding the costs of this program, and expressed concerns that the demographic that utilizes the CityLine shuttle being mostly Seniors who may not actively use this type of technology. He also again expressed concern that the CityLine is not being offered as an alternative to City employees as part of the automated parking garage construction mitigation plan.

Councilmember Heilman spoke regarding the shuttle being less expensive than taking a cab for those that need to utilize it every day. He expressed concern with utilizing this type of technology, and spoke in support of investing in signs that show the route and arrival time information instead; which are used by other Cities.

**ACTIONS:** Council Tabled the Item and directed staff to come back with additional information based on questions raised by Council relating to costs and the technology.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke regarding the limitations of the CityLine for those that are disabled and unable to walk to a CityLine stop. She spoke in support of the Dial-A-Ride program.

**2.V. STRATEGIC UPDATE AND STATUS OF COUNCIL DIRECTIVES REGARDING THE SUNSET STRIP BUSINESS ASSOCIATION (SSBA) [P. AREVALO, M. LOUIE]:**

*SUBJECT: City Council will receive a report on strategic discussions and status of Council directives regarding the Sunset Strip Business Association (BID), Sunset Strip Music Festival and Sunset Strip Market.*

Mayor Pro Tempore D'Amico spoke regarding the Sunset Strip Business Association, the Sunset Strip Music Festival and the Nighttime Farmer's Market. He spoke regarding the staff report missing information on what exactly the City is proposing to do to assist with these programs. He expressed concerns with businesses not paying their dues to the Business Improvement District. He spoke regarding the Sunset Strip being a vital part of the City and in need of a stronger commitment from the City.

Councilmember Heilman requested clarification regarding the percentage of assessments that were collected for the Business Improvement District.

Staff clarified that the 92% of the assessments have been paid over that last four years.

Councilmember Heilman spoke in support of having a discussion regarding Sunset Strip Music Festival and offered to form a sub-committee with Councilmember Duran to work on this issue. He expressed concerns with the Nighttime Farmer's Market and whether it is promoting the Sunset Strip.

Mayor Land requested clarification as to whether a more detailed Item will be brought back to Council for discussion.

Staff clarified that a separate Item will be brought for each topic, starting with the Nighttime Farmer's Market.

Councilmember Duran spoke regarding his willingness to serve on a Council sub-committee with Councilmember Heilman to discuss the Sunset Strip Music Festival. He spoke in support of bringing in a promoter to help with the Festival.

TODD STEADMAN, WEST HOLLYWOOD, spoke regarding the Sunset Strip Business Association looking to partner with a promoter and producer to increase exposure and revenue for the Sunset Strip Music Festival and a special events company to assist with the Farmer's Market.

BRUCE SILBERMAN, LOS ANGELES, clarified that the outstanding fees to the Business Improvement District have all been collected and spoke regarding the future plans for the Sunset Strip Music Festival.

**ACTION:** Receive and file. **Motion by Councilmember Prang and seconded by Councilmember Heilman, and approved with additional direction to reconstitute the Council sub-committee of Councilmember Heilman and Councilmember Duran to work on this Item.**

**6. LEGISLATIVE: None**

**PUBLIC COMMENT: None.**

**COUNCILMEMBER COMMENTS:**

City Manager Arevalo provided a correction to his previous comments regarding meetings in Great Hall/Long Hall. He stated that the Recovery Group was moved to another location in Plummer Park, however Staff will begin to program the rooms again for one-time events while the future of the buildings are still being discussed.

**ADJOURNMENT:** The City Council adjourned at 10:52 p.m. in memory of Theodore "Ted" Lipschultz, Lillian Rand, Judith Winrader, and Juan Ramon Diaz. The City Council adjourned to their next regular meeting, which will be on Tuesday, February 18, 2014 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 18<sup>th</sup> day of February, 2014 by the following vote:

AYES:	Councilmember:	Duran, Heilman, Prang, Mayor Pro Tempore D'Amico and Mayor Land.
NOES:	Councilmember:	None.
ABSENT:	Councilmember:	None.
ABSTAIN:	Councilmember:	None.

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ABBE LAND, MAYOR

ATTEST:

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YVONNE QUARKER, CITY CLERK