

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
MINUTES  
MONDAY, OCTOBER 2, 2017  
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS  
625 N. SAN VICENTE BOULEVARD**

**6:30 P.M. –REGULAR MEETING**

**CALL TO ORDER:** Mayor Heilman called the meeting to order at 6:30 p.m.

**PLEDGE OF ALLEGIANCE:** Rick Watts led the Pledge of Allegiance.

**ROLL CALL:**

**PRESENT:** Councilmember D’Amico, Councilmember Horvath, Councilmember Meister, Mayor Pro Tempore Duran, and Mayor Heilman.

**ABSENT:** None.

**ALSO PRESENT:** City Manager Arevalo, City Attorney Jenkins, City Clerk Quarker and Assistant City Clerk Crowder.

**APPROVAL OF AGENDA:**

City Clerk Quarker made a correction to Attachment B in Item 2.F. In addition, she indicated that staff has requested that Item 2.I. be Tabled.

Councilmember Horvath requested that Item 5.A. be moved to the Consent Calendar as Item 2.T.

Councilmember Meister requested that Item 2.J. be moved to Excluded Consent.

**Motion by Mayor Pro Tempore Duran, seconded by Councilmember D’Amico to approve the October 2, 2017 agenda as amended, and unanimously approved.**

**ADJOURNMENT MOTIONS:**

Mayor Pro Tempore Duran requested that the meeting be adjourned in memory of Wolfgang Scott.

Councilmember Horvath requested that the meeting be adjourned in memory of those individuals who lost their lives in the Las Vegas terrorist attack.

Councilmember Meister requested that the meeting be adjourned in memory of those that lost their lives in Puerto Rico from Hurricane Maria.

**PRESENTATIONS:** None.

**1. PUBLIC COMMENT:**

TOM DEMILLE, WEST HOLLYWOOD, spoke regarding various issues in the City.

YOLA DORE, WEST HOLLYWOOD, spoke regarding Item 2.K.

MICHAEL S. POLES, WEST HOLLYWOOD, spoke regarding Item 2.J.

ANNA SWETT, WEST HOLLYWOOD, spoke regarding Items 2.I. and 2.S.

RICK WATTS, WEST HOLLYWOOD, spoke regarding Item 2.K.

ANNY SEMONCO, WEST HOLLYWOOD, spoke regarding Item 2.K.

VICTOR OMELCZENKO, WEST HOLLYWOOD, spoke regarding Item 2.J.

MICHAEL WOJTKIELEWICZ, WEST HOLLYWOOD, spoke regarding the recent mass shootings in the United States.

STEVE MARTIN, WEST HOLLYWOOD, spoke regarding Item 2.Q. and the recent mass shooting in the United States.

CATHY BLAIVAS, WEST HOLLYWOOD, spoke regarding Item 2.J.

LYN ETCETERA, WEST HOLLYWOOD, spoke regarding his ongoing issue with the John Stewart Company.

SUZANNE DIETRICH, WEST HOLLYWOOD, spoke regarding identity theft.

DONNY CACY, WEST HOLLYWOOD, spoke regarding issues with homeless people as a business owner on the eastside of the City.

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

Councilmember Meister reported that she and Mayor Heilman attended the 2nd Cities' Summit to Prevent and Combat Homelessness that was hosted by Los Angeles County on September 27, 2017. The summit included information into the Measure H-funded Homeless Initiative strategies that focus on vital outreach, crisis/bridge housing, permanent housing and prevention help for families and individuals, as well as funding for the cities' homelessness planning efforts. She indicated that part of the discussion focused on Hepatitis A and encouraged individuals to visit <http://publichealth.lacounty.gov/> for more information. She also reported that on September 28, 2017, she attended a meeting to discuss "Pets in Urban Communities". She inquired with City Clerk Quarker on Item 2.G. regarding "at-large" appointees' absences and how those are handled. Finally, she stated that anyone who wishes to "take a knee" or link arms during the anthem should be able to do so, and that it's not showing disrespect to the flag.

Councilmember Horvath expressed Happy Birthday wishes to Mayor Pro Tempore Duran. She commented that she represented the City at the Liability Trust Fund Oversight committee which led to a discussion with the Sheriff's Department and Supervisor Sheila Kuehl's office. She also reported that she attended the 2017 Mobility 21 Southern California Transportation Summit on September 29, 2017. In addition, she attended the California Contract Cities Fall Summit in Lake Arrowhead September 29, 2017 – October 1, 2017. She thanked her colleagues for their support of Items 2.I., 2.Q., and 2.R. Finally, she thanked everyone who called and sent texts inquiring about her brother's well-being in Las Vegas.

Councilmember D'Amico provided his campaign disclosures. He reminded everyone that the Trans Artists Grants period is open. He requested that Item 2.Q. be moved to Excluded Consent for further discussion.

Mayor Heilman wished both Mayor Pro Tempore Duran and Suzanne Dietrich a Happy Birthday. He mentioned a few upcoming events in the City including the Disabilities Awareness Month Health and Wellness Event on October 17, 2017 from 10:00 – 1:00 in Plummer Park. He commented that the City is participating in the Main Street Program along with Partners in Conservancy to preserve the Formosa Café, and that they are seeking a \$150K grant to fund rehabilitation. He encouraged everyone to visit <http://www.nationalgeographic.com/voteyourmainstreet/#/> to vote. He further commented that the Formosa Café is hosting an Open House on Saturday, October 7<sup>th</sup> from 11:00 – 3:30 and will provide tours, food, and giveaways. Finally, he mentioned that the Governor recently signed many bills related to housing. He thanked Helyne Meshar, Hernan Molina, and Assemblymember Richard Bloom for their hard work on this vital legislation.

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

City Manager Arevalo provided a brief update on the Fountain Avenue traffic improvements. He commented that based on the Public Safety report at the September 18<sup>th</sup> City Council meeting, a number of Councilmembers expressed concern on homelessness. He stated that City Manager department staff, will compile a comprehensive staff report with all Council concerns surrounding homelessness in the City, and will bring it to a future City Council meeting for consideration.

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

City Clerk Quarker stated that the fiscal impact on the Consent Calendar is \$364,835 in expenditures, \$194,958 in potential revenue, and (\$0) in waived fees.

## **2. CONSENT CALENDAR:**

**ACTION: Approve the Consent Calendar, as amended, 2.A.,B.,C.,D.,E.,F.,G.,H.,K.,L.,M.,N.,O.,P.,R.,S.,T. Motion by Councilmember D'Amico, seconded by Councilmember Meister, and approved.**

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

*SUBJECT: The agenda for the meeting of Monday, October 2, 2017 was posted at City Hall, Plummer Park, the Sheriff's Station, and at the West Hollywood Library on Wednesday, September 27, 2017.*

**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 September 18, 2017. Approved as part of the Consent Calendar.**

**2.C. APPROVAL OF DEMAND REGISTER NO. 811 [D. WILSON, L. QUIJANO]:**

*SUBJECT: The City Council shall receive the Demand Register for period ending September 22, 2017 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.*

**ACTION: Approve Demand Register No. 811 and adopt Resolution No.17-4993, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING PAYMENT OF DEMANDS PRESENTED ON DEMAND REGISTER NO. 811." Approved as part of the Consent Calendar.**

**2.D. CLAIMS ADMINISTRATION [D. WILSON, A. WARD]:**

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

**ACTION: Deny the claim of Farmers Insurance Company as agent for Chelsea Kauffman. Approved as part of the Consent Calendar.**

**2.E. ORDINANCE NO. 17-1013 (2ND READING) "ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE JOINT POWERS AGREEMENT FOR LOS ANGELES COMMUNITY CHOICE ENERGY AND AUTHORIZING THE IMPLEMENTATION OF A COMMUNITY CHOICE AGGREGATION PROGRAM" [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 17-1013 approving the Joint Powers Agreement for Los Angeles Community choice Energy and Authorizing the Implementation of a Community Choice Aggregation Program.*

**ACTION: Waive further reading and adopt Ordinance No. 17-1013, "ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE JOINT POWERS AGREEMENT FOR LOS ANGELES COMMUNITY CHOICE ENERGY AND AUTHORIZING**

THE IMPLEMENTATION OF A COMMUNITY CHOICE AGGREGATION PROGRAM.” **Approved as part of the Consent Calendar.**

**2.F. COMMISSION AND ADVISORY BOARD MEETING SYNOPSES [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will receive Synopses from the Business License Commission, Public Facilities Commission, and Public Safety Commission on the actions taken at their recent meetings.*

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

**2.G. ATTENDANCE REPORTS FOR CITY COMMISSIONS AND ADVISORY BOARDS [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will receive the attendance reports for City Commission, and Advisory Board meetings convened between August 2016 and August 2017.*

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

**2.H. UPDATE ON SUNSET BOULEVARD STREETScape ACTION PLAN [S. DEWOLFE, J. KEHO, B. SIEGL, J. DAVIS, G. SRAPYAN]:**

*SUBJECT: This report is an update on the Council directive to evaluate the Sunset Strip for additional interventions with respect to walkability and public space and shade, public art, public safety, boulevard usability, parking convenience, transportation, landscaping and WiFi connection.*

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

**2.I. NEXTGEN CIVIC ENGAGEMENT EVENT RECAP REPORT [M. LOUIE, F. CONTRERAS, K. MAYERSON, P. AREVALO, J. JIMENEZ]:**

*SUBJECT: The City Council will receive and file a recap report on the NextGen civic engagement event.*

**ACTION:** Receive and file. **This Item was Tabled.**

**2.J. SINGLE-FAMILY AND TWO-UNIT RESIDENTIAL (R1) HISTORIC RESOURCES SURVEY [S. DEWOLFE, J. KEHO, D. DEGRAZIA]:**

*SUBJECT: The City Council requested that staff return with a discussion of the Citywide survey of residential structures in the Single-Family and Two-Unit Low Density Residential (R1A, R1B, R1C) Districts.*

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

**2.K. RECOGNITION OF DISABILITIES AWARENESS MONTH [E. SAVAGE, D. GIUGNI, D. MURRAY, J. MITHERS]:**

*SUBJECT: The City Council will recognize October as Disabilities Awareness Month.*

**ACTIONS:** 1) Proclaim October as Disabilities Awareness Month; 2) Authorize the use of the City name and logo on invitations, programs, and other collateral materials; 3) Direct the Communications Department to utilize all appropriate communications tools to promote the event

including, but not limited to, the City's website and social media tools; 4) Direct the Social Services Division to oversee the installation of 30-plus banners along Santa Monica Boulevard that recognize recipients of the City's Disability Services Awards; 5) Approve the Disability Service Awards to be presented at a televised meeting of the Disabilities Advisory Board on October 25, 2017; 6) Approve the use of City venues for Disabilities Awareness month events and a waiver of event permits, parking validations, and room fees. These events include, but are not limited to the Tuesday, October 17, 2017 Health and Wellness event and Wednesday, October 25, 2017 Disabilities Advisory Board meeting and awards event; and 7) Waive parking enforcement of the three-hour parking restrictions until 1pm at Plummer Park on Tuesday, Oct. 17 for the Health & Wellness event. **Approved as part of the Consent Calendar.**

**2.L. AUTHORIZATION TO RELEASE REQUEST FOR PROPOSALS FOR GREEN BUILDING PROGRAM UPDATE [S. DEWOLFE, J. KEHO, B. SIEGL, R. EASON, S. TAYLOR]:**

*SUBJECT: The City Council will authorize staff to release a Request for Proposals for a Green Building Program update.*

**ACTION:** Authorize the issuance of a Request for Proposal (RFP) to invite qualified firms to submit proposals to update the City's Green Building Program. **Approved as part of the Consent Calendar.**

**2.M. 2020 CENSUS: PARTICIPATION IN THE LOCAL UPDATE OF CENSUS ADDRESSES (LUCA) OPERATION [C. SCHROEDER, H. MOLINA]:**

*SUBJECT: The City Council will consider accepting an invitation from the United States Census to participate in the Local Update of Census Addresses (LUCA) operation in anticipation to the 2020 Census to be held on April 1, 2020.*

**ACTIONS:** 1) Accept the invitation from the United States Census (Census) to join the Local Update of Census Addresses (LUCA) operation; 2) Authorize the City Manager to sign all necessary forms related to the LUCA operation; 3) Direct staff to work collaboratively with the Census to ensure the agency has all addresses within the City of West Hollywood; and 4) Report back to City Council with a status report including a community engagement strategy to encourage participation of residents and the business community in the 2020 Census. **Approved as part of the Consent Calendar.**

**2.N. AUTHORIZING LEGAL SERVICES WITH BAKER & HOSTETLER, LLP [M. JENKINS, D. WILSON]:**

*SUBJECT: The City Council will consider approval for up to \$75,000 for legal services with Baker & Hostetler, LLP to provide special legal services to the City.*

**ACTIONS:** 1) Authorize the expenditure of up to \$75,000 for an Engagement Agreement with Baker & Hostetler LLP; and 2) Authorize the

City Manager or designee to execute documents incident to the agreement. **Approved as part of the Consent Calendar.**

**2.O. 2017 HALLOWEEN CARNAVAL EVENT STREET CLOSURES, FACILITY USE, PERMIT PARKING AND AGREEMENT FOR MEDICAL CARE CENTERS [M. LOUIE, K. COOK, C. SMITH]:**

*SUBJECT: The City Council will consider approving street closures associated with the City's annual Halloween Carnival to be held on Tuesday, October 31, 2017.*

**ACTIONS:** 1) Approve street closures associated with the City's annual Halloween Carnival to be held on Tuesday, October 31, 2017, as outlined in this staff report; 2) Lift permit parking citywide from 11:00 a.m. on Tuesday, October 31, 2017 through 12:00 p.m. on Wednesday, November 1, 2017; 3) Waive enforcement of all on-street meters within the City limits from 6:00 p.m. on Tuesday, October 31, 2017 through 2:00 a.m. on Wednesday, November 1, 2017; 4) Approve the use of the Five Story Parking Structure, El Tovar Place between San Vicente Boulevard and Robertson Boulevard and Melrose Parking Lot for Public Safety vehicles and production team parking from 5:00 a.m. on Tuesday, October 31, 2017 through 7:00 a.m. on Wednesday, November 1, 2017; 5) Approve the use of the Auditorium and Skyroom in West Hollywood Park from 7:00 a.m. on Monday, October 30, 2017 through 10:00 a.m. on Wednesday, November 1, 2017 for Public Safety briefings and the Event Services and Recreation team's command center; 6) Approve an agreement for services with Town & Country in an amount not to exceed \$35,000 for services to supply and build two medical care centers; 7) Authorize the City Manager or his designee to execute documents incident to the agreement; and 8) Authorize the City Manager or his designee to negotiate with event producers regarding additional requests. **Approved as part of the Consent Calendar.**

**2.P. CITY OF WEST HOLLYWOOD LIST OF TRANSPORTATION-RELATED PROJECTS ELIGIBLE FOR FUNDING UNDER SB 1 (BEALL) TRANSPORTATION FUNDING [O. DELGADO, H. DEMITRI]:**

*SUBJECT: The City Council will consider adopting a resolution specifying certain transportation-related projects eligible for funding under SB-1 (Beall) Transportation Funding to be completed during the current fiscal year. The project list included in the resolution will be included in the City's application for SB 1 funding to the California Transportation Commission (CTC).*

**ACTIONS:** 1) Adopt Resolution No. 17-4994, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ESTABLISHING A LIST OF TRANSPORTATION-RELATED PROJECTS ELIGIBLE FOR FUNDING UNDER SB-1 (BEALL) TRANSPORTATION FUNDING"; 2) Direct staff to complete an application for funding of transportation-related projects and submit said application along with the list of City projects to the California Transportation Commission (CTC) before the October 16,

2017 deadline; and 3) Direct staff to send copies of the adopted resolution and list of projects to Senator Ben Allen, Assemblymember Richard Bloom, and the League of California Cities. **Approved as part of the Consent Calendar.**

**2.Q. REQUEST TO HONOR VETERANS OF WORLD WAR II IN PLUMMER PARK [J. HEILMAN, L. HORVATH, A. LOVANO]:**

*SUBJECT: The City Council will consider directing staff to identify an appropriate location in Plummer Park to honor three West Hollywood community members and veterans of World War II: Mr. Yefim Stolyarsky, Mr. Efim Kutz, and Mr. Vladimir Barkon.*

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

**2.R. COLLABORATION BETWEEN CITY OF WEST HOLLYWOOD AND THE LOS ANGELES GAY & LESBIAN CHAMBER OF COMMERCE [L. HORVATH, A. LOVANO]:**

*SUBJECT: The City Council will consider directing staff to develop a collaborative relationship with the Los Angeles Gay & Lesbian Chamber of Commerce in order to partner on events and other programs geared towards the West Hollywood business community.*

**ACTION:** Direct the Business Development Division to explore opportunities to enhance the relationship between the Los Angeles Gay & Lesbian Chamber of Commerce and the City of West Hollywood including collaboration on events and other programs geared towards the West Hollywood business community. **Approved as part of the Consent Calendar.**

**2.S. PARTNERSHIP WITH LOS ANGELES COUNTY FIRE DEPARTMENT AND CEDARS SINAI MEDICAL CENTER TO PURCHASE MECHANICAL CPR DEVICES TO SERVE THE WEST HOLLYWOOD COMMUNITY [J. HEILMAN, A. LOVANO]:**

*SUBJECT: The City Council will consider approving the purchase of two LUCAS (Lund University Cardiac Arrest System) mechanical CPR devices to be used by personnel at Los Angeles County Fire Stations 7 and 8 as part of a pilot program with the Los Angeles County Fire Department and Cedars Sinai Medical Center.*

**ACTIONS:** 1) Approve the purchase of two LUCAS mechanical CPR devices to be used by personnel at Los Angeles County Fire Stations 7 and 8 as part of a pilot program with the Los Angeles County Fire Department and Cedars Sinai Medical Center; and 2) Authorize the Finance Department to issue a Purchase Order to Stryker/Physio Control in an amount not to exceed \$35,000 for the purchase of two LUCAS mechanical CPR devices to include all taxes, fees, and shipping. **Approved as part of the Consent Calendar.**



**2.T. (5.A.) AGREEMENT FOR SERVICES WITH THE WEST HOLLYWOOD CHAMBER OF COMMERCE FOR FISCAL YEAR 2017-2018 [M. LOUIE, J. ROCCO]:**

*SUBJECT: The City Council will consider approving an agreement for services with the West Hollywood Chamber of Commerce to support a range of business related programs and services in fiscal year 2017-2018.*

**ACTIONS:** 1) Approve an agreement with the West Hollywood Chamber of Commerce in an amount not to exceed \$50,500 for fiscal year 2017-2018; 2) Authorize the Director of Economic Development to approve on a case by case basis the sponsorship of Chamber activities in an amount not to exceed \$13,000; and 3) Authorize the City Manager to sign and execute the agreement and approve any minor modifications to the scope of services throughout the fiscal year. **Approved as part of the Consent Calendar.**

**3. PUBLIC HEARINGS:**

**3.A. AMENDMENTS TO THE CITY'S MUNICIPAL CODE TO MODIFY THE REVIEW AUTHORITY FOR EXTENDED HOUR BUSINESSES AND AMENDMENT TO THE FEE RESOLUTION FOR FY2017-18 TO ADD A NEW BUSINESS LICENSE FEE [M. LOUIE, J. ROCCO, B. BIRKELAND, S. DEWOLFE, J. KEHO, B. SIEGL]:**

*SUBJECT: The City Council will consider amendments to the City's Municipal code to amend the regulations that govern extended hour businesses and transfer review authority to the Business License Commission, and an amendment to the Fee Resolution for FY2017-18 to add a new business license fee.*

City Clerk Quarker stated that the Item was noticed as required by law.

Business Development Analyst Brant Birkeland provided background information as outlined in the staff report dated October 2, 2017.

Councilmember D'Amico inquired if there is currently an annual minor conditional use (MCUP) renewal fee. Staff clarified that there is an annual renewal fee.

Mayor Heilman opened the public hearing and the following speakers came forward.

GENEVIEVE MORRILL, MARINA DEL REY, speaking on behalf of the West Hollywood Chamber of Commerce in support of the Item.

Mayor Heilman inquired if this applies to businesses that wish to open early as well. Staff clarified that this Ordinance would cover that as well.

Mayor Heilman closed the public hearing.

**ACTION:** Staff recommends that the City Council hold the public hearing, consider all pertinent testimony and: 1) Introduce on first reading Ordinance No. 17-1014, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 19 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO AMEND REGULATIONS THAT GOVERN EXTENDED HOUR BUSINESSES, CITYWIDE;" and 2) Adopt Resolution No. 17-4995, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE MASTER FEE RESOLUTION (RESOLUTION NO. 17-4952) BY ADDING A NEW BUSINESS LICENSE FEE TO THE SCHEDULE OF FEES AND CHARGES FOR THE CODE COMPLIANCE DIVISION." **Motion by Mayor Pro Tempore Duran, seconded by Councilmember D'Amico, and approved.**

**3.B. AMENDMENTS TO THE CITY'S MUNICIPAL CODE TO ALLOW MORE FLEXIBILITY AND CREATIVITY IN THE DESIGN, SIZE, AND PLACEMENT OF TEMPORARY SIGNS FOR WINDOWS AND GLASS DOORS [M. LOUIE, J. ROCCO, B. BIRKELAND, S. DEWOLFE, J. KEHO, B. SIEGL]:**

*SUBJECT: The City Council will consider amendments to the City's Municipal Code to amend the regulations that govern temporary signs to allow for flexibility and creativity in the design, size, and placement of temporary signs.*

City Clerk Quarker stated that the Item was noticed as required by law.

Business Development Analyst Brant Birkeland provided background information as outlined in the staff report dated October 2, 2017. Councilmember Horvath inquired if this was for existing buildings or new buildings. Mayor Heilman inquired if there was a time limit on the signage. Staff indicated that this item would cover existing and new buildings and that once the Certificate of Occupancy is issued the signage must be removed.

Mayor Heilman opened the public hearing and the following speakers came forward.

GENEVIEVE MORRILL, MARINA DEL REY, spoke on behalf of the West Hollywood Chamber of Commerce in support of the Item.

Councilmember D'Amico thanked Councilmember Meister for bringing this item forward. He also thanked staff and Ms. Morrill for their hard work. Councilmember Meister also thanked staff for their hard work on this item and for a well-done, succinct presentation. Mayor Heilman expressed his excitement for this Item.

Mayor Heilman closed the public hearing.

**ACTION:** Staff recommends that the City Council hold the public hearing, consider all pertinent testimony and introduce on first reading: 1) Ordinance No. 17-1015: AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, AMENDING TITLE 19 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO AMEND REGULATIONS THAT GOVERN TEMPORARY SIGNS, CITYWIDE.” **Motion by Councilmember Meister, seconded by Councilmember D’Amico, and approved.**

#### 4. UNFINISHED BUSINESS:

##### 4.A. STREET MEDIA PROJECT UPDATE INCLUDING LICENSE AGREEMENT FOR NEW STREET FURNITURE WITH OUTFRONT/DECAUX STREET FURNITURE, LLC [M. LOUIE, F. CONTRERAS, K. MAYERSON, D. WILSON, J. LEONARD, O. DELGADO]:

*SUBJECT: Staff will provide Council with an update on the Street Media Project, including requests to proceed with the development of construction documents for several components of the project, and consideration of a License Agreement for Street Furniture with Outfront/Decaux Street Furniture, LLC.*

Innovation Manager Francisco Contreras provided background information as outlined in the staff report dated October 2, 2017. Revenue Management Manager John Leonard provided an overview of the financial terms of the contract.

Councilmember D’Amico mentioned that the bus shelters will contain digital ad panels. He asked for clarification on the type of digital images and sound that will be provided at the bus shelters. Mr. Contreras clarified that the shelters will provide static and moving digital images and are not prohibited from providing sound as part of a creative advertising campaign. Mayor Heilman thanked staff for their hard work on this item. He indicated that the font size needs to be sufficiently large so that it can be seen and is impactful. He inquired about the maintenance and who is required to provide it. Mr. Contreras clarified which items were the responsibility of Outfront/Decaux and which items the City is responsible for maintaining. He also clarified that the “push button” feature is for the visually-impaired.

Mayor Heilman commented that the new bus shelters need to provide enough shade and shelter from the elements. He requested further consideration of design elements for accessibility, including possibly prototyping seating elements for community feedback.

Mayor Pro Tempore Duran discussed the landmark/gateway areas of the City. He stated that he did not agree with a competition for the City's landmarks and gateways. He prefers to keep this portion of the Item at the Council level or a subcommittee of the Arts and Cultural Affairs Commission. Councilmember Meister agreed with Mayor Pro Tempore Duran regarding the gateways and landmarks and stated that this is part of the City's branding.

Councilmember D'Amico commented that he and Councilmember Horvath were part of the sub-committee for this Item. He commented that the bus shelters should move forward immediately, but did not feel that the wayfinding pylons are necessary. He indicated that this creates more clutter on the City's sidewalks. He agrees with the Mayor Pro Tempore Duran regarding the gateways. He commented that the welcome entry signs are the weakest element of the presentation.

Councilmember Horvath indicated that she was glad to see the City's Aging in Place elements included in the design process. She supports the vehicular wayfinding, and is excited about the different options provided. With regard to the design competition for the landmark/gateway areas, she indicated that the Council needs to be clear that they plan to move forward with this type of signage, before engaging in a competition process.

The Mayor clarified the following:

- Council has reached agreement about the bus shelter and street furniture program as well as the License Agreement with Outfront/Decaux.
- Council is concerned with the wayfinding pylons, welcome entry signs and the design competition for the landmark gateways and is not ready to move forward with this aspect of staff's recommendation.
- Council is in support of the vehicular wayfinding signs.

**ACTIONS:** 1) Authorize staff to proceed with construction documents for the vehicular wayfinding components of the Street Media Project; 2) Approve a License Agreement for Street Furniture with Outfront/Decaux Street Furniture, LLC; 3) Direct staff to proceed into design development for the bus shelter and street furniture system with the Outfront/Decaux Street Furniture, LLC Team; 4) Direct the Council sub-committee to meet again, discuss Council's concerns, and return at a future Council meeting with a new Item for consideration; and 5) Authorize the City Manager or designee to execute documents incident to the License Agreement.

**Motion by Mayor Heilman, seconded by Councilmember Horvath, and approved.**

**5. NEW BUSINESS:**

**5.A. AGREEMENT FOR SERVICES WITH THE WEST HOLLYWOOD CHAMBER OF COMMERCE FOR FISCAL YEAR 2017-2018 [M. LOUIE, J. ROCCO]:**

*SUBJECT: The City Council will consider approving an agreement for services with the West Hollywood Chamber of Commerce to support a range of business related programs and services in fiscal year 2017-2018.*

**ACTION: This Item moved to the Consent Calendar.**

**5.B. SAFE WEHO LEADERSHIP COUNCIL RECOMMENDATIONS [J. D'AMICO, L. HORVATH, A. LOVANO]:**

*SUBJECT: The City Council will receive the Safe WeHo Leadership Council Recommendations and discuss recommendations for next steps, including the creation of an "Alcohol Liaison Officer" and a comprehensive social responsibility campaign.*

Councilmembers D'Amico and Horvath provided background information as outlined in the staff report dated October 2, 2017.

ADRIEL RODRIGUEZ, WEST HOLLYWOOD, expressed his support for the alcohol liaison officer and a comprehensive social responsibility campaign.

RAUL FUENTES, WEST HOLLYWOOD, expressed his support for the alcohol liaison officer and a comprehensive social responsibility campaign.

SARAH BLANCH, Regional Director for the Institute of Public Strategies, expressed his support for the alcohol liaison officer and a comprehensive social responsibility campaign.

GENEVIEVE MORRILL, MARINA DEL REY, speaking on behalf of the West Hollywood Chamber of Commerce thanked the Institute of Public Strategies. She commented that this is meant to be a proactive measure for public safety.

Councilmember Meister inquired if the West Hollywood Sheriff's Entertainment Policing Team can handle this recommendation with the current staffing levels. Captain Aloma commented that this is the model he and his staff are reviewing. She inquired if electronic ID scanners should be required. She indicated that she would be supportive of a "single serve" ordinance. She commented that the social responsibility campaign is timely with the legalization of adult-use of cannabis. She mentioned the implementation of a second version of the "Don't Drink and Drive" campaign outside of the holiday campaign.

Mayor Pro Tempore Duran supports the item with some caution since the City has built an economy based on bars and night life.

Councilmember D'Amico requested clarification relating to the City's ability to regulate single-serve alcohol at liquor stores.

Councilmember Horvath thanked everyone for their hard work. She commented that the business community agrees with this recommendation. She requested that one person should be designated as the alcohol liaison officer. She supports exploration of a "single serving" ordinance.

Mayor Heilman inquired with the City Attorney regarding a "single serve" ordinance. City Attorney Jenkins commented that the Alcohol and Beverage Control (ABC) oversees the regulation of alcohol sales in California.

**ACTIONS:** 1) Receive and file the Safe WeHo Leadership Council Recommendations for City Council report; 2) Direct staff to take actions to begin to implement the two initiatives recommended by the Safe WeHo Leadership Council, including: a. Create an "Alcohol Liaison Officer" position at the West Hollywood Sheriff's Station, b. Develop a comprehensive social responsibility campaign calling upon individuals to make smart choices around consumption of alcohol and other drugs; and 3) Discuss other options provided by the Safe WeHo Leadership Council and provide additional direction. **Motion by Councilmember D'Amico, seconded by Mayor Heilman, and approved.**

**5.C. COMMISSION AND ADVISORY BOARD APPOINTMENTS [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will consider making a direct appointment to the Public Safety Commission and an at-large appointment to the Russian Advisory Board.*

**ACTIONS:** 1) Councilmember Horvath made a direct appointment to the Public Safety Commission – **Amanda Laflen**

**EXCLUDED CONSENT CALENDAR:**

**2.J. SINGLE-FAMILY AND TWO-UNIT RESIDENTIAL (R1) HISTORIC RESOURCES SURVEY [S. DEWOLFE, J. KEHO, D. DEGRAZIA]:**

*SUBJECT: The City Council requested that staff return with a discussion of the Citywide survey of residential structures in the Single-Family and Two-Unit Low Density Residential (R1A, R1B, R1C) Districts.*

CHRISTOPHER WINTERS, WEST HOLLYWOOD, spoke in opposition of staff's recommendation.

Councilmember Meister commented that staff should start over and conduct this process correctly. She stated that the issue with the Lexington survey was that

there was lack of information and communication, and was supportive of an R-1 survey. She suggested that staff look at how Pasadena handled their bungalow survey. She also argued that there is not a waning interest in historic preservation as evidenced by recent Historic Preservation events.

Councilmember D'Amico commented that he is not opposed to the survey, but he cannot justify the cost. He indicated that the Historic Preservation Commission should discuss this and provide a report to Council detailing how this will serve the residents of the City. Councilmember Meister agreed with referring the Item to the Historic Preservation Commission.

Councilmember Horvath commented that the Item returned to Council because the community process created unintended consequences for homeowners. She indicated that she is open to an education campaign regarding the value of designating cultural resources. She agreed with Councilmember D'Amico's comments that she does not see the value, especially given the Community Development Department's current work plan.

Mayor Heilman commented that the public comments at the last Council meeting indicated a lack of support for this Item. He commented that residents are more concerned with development standards that meet the communities' needs.

Councilmember D'Amico commented that he does not understand how this survey protects historic resources in the City.

**ACTION:** 1) Indefinitely delay the Citywide Single-Family and Two-Unit Residential (R1) Historic Resources Survey; 2) Create an education campaign which highlights the benefits of historic designations; and 3) Create a Historic Preservation Commission event that highlights historic designations. **Motion by Councilmember Horvath, seconded by Mayor Heilman, and approved noting the "no" vote of Mayor Pro Tempore Duran.**

**2.Q. REQUEST TO HONOR VETERANS OF WORLD WAR II IN PLUMMER PARK [J. HEILMAN, L. HORVATH, A. LOVANO]:**

*SUBJECT: The City Council will consider directing staff to identify an appropriate location in Plummer Park to honor three West Hollywood community members and veterans of World War II: Mr. Yefim Stolyarsky, Mr. Efim Kutz, and Mr. Vladimir Barkon.*

Councilmember D'Amico inquired how this recommendation is different than the current monument that is installed at Plummer Park.

Mayor Pro Tempore Duran commented that he felt the recommendation should be expanded to include Russian women who were vital in the City's Russian community. He also commented that this appears to be duplicative to the monument currently installed.

Councilmember D'Amico commented that the Russian Advisory Board should discuss this item. Councilmember Meister agreed that it should go before the Russian Advisory Board.

Councilmember Horvath provided her reasons for bringing this Item forward for Council consideration.

**ACTIONS:** 1) Direct the item to the Russian Advisory Board for input; and 2) Expand this item to include other important leaders in West Hollywood.  
**Approved by consensus.**

6. **LEGISLATIVE:** None.

**PUBLIC COMMENT:**

INNIS BRUNER, WEST HOLLYWOOD, spoke regarding various items on the agenda.

**COUNCILMEMBER COMMENTS:** None.

**ADJOURNMENT:** The City Council adjourned at 9:15 p.m. in memory of Wolfgang Scott, those individuals who lost their lives in the Las Vegas terrorist attack, and those that lost their lives in Puerto Rico from Hurricane Maria to its next regular meeting, which will be on Monday, October 16, 2017 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 16<sup>th</sup> day of October, 2017 by the following vote:

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

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JOHN HEILMAN, MAYOR

ATTEST:

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YVONNE QUARKER, CITY CLERK