

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
MINUTES  
MONDAY, SEPTEMBER 16, 1996  
WEST HOLLYWOOD PARK**

**CALL TO ORDER:** Mayor Koretz called the meeting to order at 7:00 p.m.

**PLEDGE OF ALLEGIANCE:** Russel Blackstone led the Pledge.

**ROLL CALL:**

PRESENT: Councilmembers - Heilman, Land, Martin, Guarriello and Mayor Koretz.

ABSENT: None.

ALSO PRESENT: City Manager Brozman, City Attorney Jenkins, City Clerk Love, Assistant City Clerk Thompson, Deputy Clerk Gillig.

**REPORT OF CLOSED SESSION AGENDA:** City Attorney Jenkins stated that at approximately 6:15 p.m. the City Council called the meeting to order and added two items under Existing Litigation: California Riffle and Pistol Association et. al. v. City of West Hollywood and Orfirer v. City of West Hollywood by a 4-0 vote, then recessed into a closed session for discussion of the items on the Closed Session Agenda. The City Council unanimously appointed Assistant City Manager Makinney as interim City Manager effective October 12, 1996. The closed session adjourned at 6:50 p.m. City Attorney Jenkins stated the report appointing the interim City Manager is on file with the City Clerk.

**APPROVAL OF AGENDA:**

Mayor Koretz removed Item 2.J. Motion to approve as amended by Mayor Pro Tem Guarriello, seconded by Councilmember Land and unanimously carried.

**PRESENTATIONS:**

Mayor Koretz declared September 16 through September 27 as Pollution Prevention Week.

John Jakupcak outlined the activities for Pollution Prevention Week.

**1. CITIZEN COMMENTS:**

KEN DAVIS, Manager Hard Rock Cafe, spoke in support of Item 2.N, Hard Rock Cafe Fun Run.

LAWRENCE ZAKSON, WEST HOLLYWOOD, stated his support for item 2.Q, urged Council to support Propositions 210 and 214. He stated he did not support cuts to the WHEST budget.

RUTH WILLIAMS, WEST HOLLYWOOD, spoke against the parking meters on the east end of Santa Monica, asked that wraparound meters be removed and that meters not go past 6:00 p.m.

GERDA SPIEGLER, WEST HOLLYWOOD, spoke against the parking meters on the east end of Santa Monica.

JULIE SUMMERS, WEST HOLLYWOOD, asked for the endorsement of Proposition 214 and 216.

SUZANNE CHARNY, WEST HOLLYWOOD, asked that the City Council not reduce funding for WHEST.

JOHN DOUPONCE, WEST HOLLYWOOD, submitted results of the hotel industry revenues generated last year and spoke in support of the Convention and Visitors Bureau.

JOHN BEVELL, GENERAL MANAGER OF SUMMERFIELD SUITES, he stated his support for the Convention and Visitors Bureau.

ALEXANDRE PERRINELLE, WEST HOLLYWOOD, spoke against increased meter hours.

CRAIG RITCHIE, WEST HOLLYWOOD, spoke against the parking meters and stated it has eroded the trust and respect of the City Council.

MICHAEL KOFFLER MANAGER HYATT, stated his support for the Convention and Visitors Bureau and stated an increase in occupancy at the Hyatt due to the activities of the Bureau.

ROD GRUENDYKE, GENERAL MANAGER OF SUNSET MARQUIS, stated his support for the WHCVB and its accomplishments and asked the City Council to support the item.

DAVID BALDWIN, GENERAL MANAGER OF THE ARGYLE, stated his support for the WHCVB.

RON CIPRIANI, VAN WAGNER COMMUNICATIONS, stated that when the existing contract for bus shelters expires, they be allowed to submit a proposal.

TONY MELIA, WEST HOLLYWOOD, stated there has been a steadily increasing Transient Occupancy Tax. He stated his support for the Convention and Visitors Bureau and outlined the various activities.

HALEY POWERS, W.H. CONVENTION & VISITORS BUREAU, asked for the support of item 4.C Hotel Business Improvement District.

DON BRUNKE, WEST HOLLYWOOD, stated he is not in favor of the parking meters being extended and asked the City Council to curb spending.

HOWARD ARMISTEAD, WEST HOLLYWOOD, spoke about the recent demonstration which occurred relative to Freedom to Marry. He asked the City Council to pass a resolution to ask President Clinton to veto the Defense of Marriage Act. He also spoke against parking meters hours being extended past 6:00 p.m.

EDWARD JANOV, WEST HOLLYWOOD, asked the City Council to not cut the services provided by WHEST.

HYLAN KUNERTH, WEST HOLLYWOOD, stated how he acquired HIV and the treatment he was receiving from Cedars-Sinai.

SYBIL ZADEN, WEST HOLLYWOOD, stated her support for the Rock 'n Roll Fun Run/Walk. Stated her support for the Sunset Star Walk. She also commented about the increases to the cable rates.

RUSSELL BLACKSTONE, WEST HOLLYWOOD, stated his support for the West Hollywood Employment Service which appears as part of the Parking Meter item.

HELEN PETROU, WEST HOLLYWOOD, spoke against the meters on the east end of Santa Monica Blvd.

#### **COUNCILMEMBER COMMENTS:**

Councilmember Land announced that on Saturday, September 21, 1996 at 11:45 p.m. will be the first Teen Summit at Plummer Park. She encouraged participation. She announced openings relative to Domestic Violence training. She announced that Deanna Stevenson will be out of the hospital near the end of the week and thanked everyone for all the cards and calls which have been overwhelming.

**CITY MANAGER'S REPORT:** City Manager Brotzman stated that the City does not currently have nor has it had in the 11 year history a budget deficit. The issue is about meeting the future demands. He reported on the traffic study which he was asked to report on and the study is behind schedule due to limited equipment, but the study will be completed and is in process. He also commented about the renovation of the floor. There is another item which is on the November ballot and it is Proposition 218. He asked people to look at the proposition which can have a significant impact. He expressed his thanks and appreciation to the Council and the community regarding his departure. It is a great City and has done many great things.

**FISCAL IMPACT ON CONSENT CALENDAR:** Assistant City Clerk Thompson stated the fiscal impact of the Consent Calendar for Monday, September 16, 1996, as amended, is \$207,155. in expenditures and \$37,035. in potential revenues.

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

**ACTION: Approve items 2.A, B, C, D, E, F, G, H, I, K, L, M, N, O, P, Q and R. Motion by Councilmember Heilman, seconded by Councilmember Land and unanimously carried.**

**A. POSTING OF AGENDA:**

The agenda for the meeting of Monday, September 16, 1996 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, September 12, 1996.

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

**B. APPROVAL OF MINUTES:**

RECOMMENDATION: Approve the minutes of Tuesday, September 3, 1996, and Monday, September 9, 1996. **Approved as part of the Consent Calendar.**

**C. WAIVER OF FURTHER READING:**

RECOMMENDATION: After the City Attorney has read the title of any ordinance on tonight's agenda, the further reading thereof shall be waived.

**Approved as part of the Consent Calendar.**

**D. CLAIMS ADMINISTRATION:**

RECOMMENDATION: Deny the claims of Kathleen DeRoulhac, David M. Scay, and refer to the City's claims adjuster. **Approved as part of the Consent Calendar.**

**E. DEMAND REGISTER NO. 326, RESOLUTION NO. 96-1637:**

RECOMMENDATION: Approve Demand Register No. 326 and adopt Resolution No. 96-1637, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 326." **Approved as part of the Consent Calendar.**

**F. TREASURER'S REPORT JUNE 1996:**

RECOMMENDATION: Receive and file the Treasurer's Report for June 1996. **Approved as part of the Consent Calendar.**

**G. CONTRACT APPROVAL FOR SHANNON QUIGLEY TO MANAGE THE REGIONAL USED MOTOR OIL RECYCLING PROGRAM FUNDED THROUGH USED OIL BLOCK GRANT FUNDS:**

RECOMMENDATION: Authorize the City Manager to execute an agreement with Shannon Quigley to manage the Used Motor Oil Recycling Program. **Approved as part of the Consent Calendar.**

**H. PROPOSED RESOLUTION IN SUPPORT OF BREAST CANCER AWARENESS MONTH:**

RECOMMENDATION: (1) Adopt Resolution No. 96-1638, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF THE NATIONAL BREAST CANCER AWARENESS MONTH;" (2) Direct the City's Public Information Officer to provide information on the City's cable television network regarding facts about breast cancer and television numbers where radiologists who will provide low-fee mammograms on National Mammography Day (October 19) can be reached; and (3) Direct the City's Finance Department to include a list of breast cancer facts in October paycheck envelopes. **Approved as part of the Consent Calendar.**

**I. PURCHASE OF ILLUMINATED SIGNS AND ROADWAY MARKERS:**

RECOMMENDATION: (1) Approve a purchase order to World Wide Parking, Inc. for an amount not to exceed \$19,100. for purchase of solar powered roadway pavement markers and solar powered pedestrian sign retrofit kits; and (2) Authorize appropriation from Fiscal Year 1995-96 budget savings on street paving (Account No. 212-8040-9449) to fund this purchase. **Approved as part of the Consent Calendar.**

**J. RESIGNATION FROM THE PLANNING COMMISSION:**

This item was removed and appears under Excluded Consent Calendar.

**K. AWARD OF CONTRACT FOR COMMUNITY DEVELOPMENT DEPARTMENT MILLWORK:**

RECOMMENDATION: (1) Accept the bid from Allwood Custom Woodcraftsman in the amount of \$8,755. for millwork in the Community Development Department; and (2) Authorize the City Manager to sign the associated contract agreement. **Approved as part of the Consent Calendar.**

**L. AWARD OF CONTRACT FOR UTILITY CONNECTIONS FOR THE PUBLIC SAFETY MOBILE UNIT:**

RECOMMENDATION: (1) Accept the bid from Hartono, Inc., of Culver City, California, in the amount of \$9,600. for installation of utility connections for the Public Safety Mobile Unit; and (2) Authorize the City Manager to sign the associated Contract Agreement. **Approved as part of the Consent Calendar.**

**M. CONFLICT OF INTEREST CODE 1996 BIENNIAL NOTICE:**

RECOMMENDATION: (1) Receive and file Biennial Notice; and (2) Adopt Resolution No. 96-1639, "A RESOLUTION OF THE CITY COUNCIL OF THE WEST HOLLYWOOD ADOPTING AN UPDATED CONFLICT OF INTEREST CODE WHICH INCORPORATES BY REFERENCE THE STANDARD CONFLICT OF INTEREST CODE PREPARED BY THE FAIR

POLITICAL PRACTICES COMMISSION AND REPEALING RESOLUTION NO. 94-1357." **Approved as part of the Consent Calendar.**

**N. AUTHORIZATION TO APPROVE THE ROCK & ROLL FUN RUN ON SUNDAY, NOVEMBER 17, 1996:**

RECOMMENDATION: (1) Approve the Rock & Roll Fun Run to begin at 8:00 a.m. on Sunday, November 17, 1996; (2) Approve the closure of San Vicente, Melrose, Robertson, Almont, Beverly, Rosewood, West Knoll and Santa Monica Boulevard between the hours of 6:00 a.m. and 12:00 noon; (3) Approve use of the City's parking lot at 8759 Melrose Avenue for volunteer parking; (4) Approve the closure of West Hollywood Park between the hours of 6:00 a.m. and 1:00 p.m. for race registration and the award ceremony; (5) Direct staff to request that the Pacific Design Center parking structure open at 6:00 a.m. on Sunday, November 17, 1996; (6) Direct staff to notify Cal Trans that the City accepts liability for traffic re-routing caused by the closure of Santa Monica Boulevard; (7) Authorize the City Manager to enter into an agreement with Hard Rock Cafe, and (8) Waive all City fees associated with this City co-sponsored event. **Approved as part of the Consent Calendar.**

**O. PROPOSED RESOLUTION IN OPPOSITION TO AMENDMENTS TO THE CALIFORNIA CODE AS IT RELATES TO ADOPTIONS BY UNMARRIED COUPLES:**

RECOMMENDATION: (1) Adopt Resolution No. 96-1640, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD OPPOSING CHANGES TO TITLE 22, DIVISION 2, SECTIONS 35124, 25184 AND 35258 OF THE CALIFORNIA CODE OF REGULATIONS AS IT RELATES TO ADOPTIONS BY UNMARRIED COUPLES INCLUDING LIMITED CONSENTS AND LIMITED RELINQUISHMENTS;" and (2) Direct staff to send a copy of the resolution to the Office of Regulations Development along with a letter to be signed by the entire City Council explaining the opposition. **Approved as part of the Consent Calendar.**

**P. ADDENDUM TO AGREEMENT WITH TURBO DATA SYSTEMS FOR PARKING CITATION PROCESSING:**

RECOMMENDATION: (1) Approve the addendum to the agreement with Turbo Data Systems that would decrease the length of the contract period from five years to a year to year basis, add the collections of delinquent citations to the scope of services, and increase the amount of the contact in an amount not to exceed \$158,000.; (2) and authorize the City Manager to execute the Addendum. **Approved as part of the Consent Calendar.**

**Q. PROPOSED RESOLUTION IN SUPPORT OF PROPOSITION 214 HMO PATIENT RIGHTS INITIATIVE:**

RECOMMENDATION: Adopt Resolution No. 96-1641, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF PROPOSITION 214, HMO PATIENT RIGHTS INITIATIVE;" and (2) Send a copy of this resolution to the Californians for Patient Rights organization and provide outreach to the citizens of West Hollywood on the stance of the City regarding Proposition 214 and 216. **Approved as part of the Consent Calendar.**

**R. APPROVAL OF AGREEMENT WITH ACCESS BEHAVIORAL CARE, INC. FOR EMPLOYEE ASSISTANCE PROGRAM SERVICES:**

RECOMMENDATION: (1) Terminate the agreement with Professional Employee Assistance Consulting; (2) Approve an agreement with Access Behavioral Care, Inc. and authorize the City Manager to sign. **Approved as part of the Consent Calendar.**

3. **PUBLIC HEARINGS:** None.

4. **UNFINISHED BUSINESS:**

**A. REPORT ON THE VARIOUS PARKING METER OPTIONS AND FUNDING (BUDGET CUTTING) ALTERNATIVE AVAILABLE TO ASSIST IN MAINTAINING A BALANCED BUDGET:**

Paul Arevalo, Director of Finance and Janis Rhodes, Parking Manager, provided background information as outlined in the staff report dated September 16, 1996.

Councilmember Land asked about the wraparound meters.

Manager Rhodes responded that the field work is ongoing. Meters were removed in the areas which approached residential zones and there are meters that extend off Santa Monica Boulevard which are only in the commercially zoned areas.

Councilmember Heilman asked what improvements will not be done with if there is no \$490,000. budget surplus.

Director Arevalo responded that those monies have not been designated.

TIM OLSON, WEST HOLLYWOOD, spoke about the extension of the parking meters hours. The Alliance got involved by asking residents and business owners how they felt about this issue. He suggested not going past 6:00 p.m., do not compromise by putting an 8:00 p.m. time on the West Side and look at areas to cut.

DEWEY JONES, WEST HOLLYWOOD, stated the City Council was wrong in implementing this program. Asked the City Council not to balance the budget to

the detriment of lower income people. Mr. Jones and Mr. Olson presented petition cards to the City Council.

DR. BILL GRIFFIN, WEST HOLLYWOOD, spoke about the parking issue specifically about the residents and employees of Movietown Plaza. He encouraged Council looking at the benefit of putting meters on Poinsettia, Fuller and Romaine.

Councilmember Martin inquired about the number of Trader Joe's employees utilize the parking at any given time. The response was 25-30.

VIVIAN SEIGEL, JVS, spoke in support of WHEST and against the cutting of the funding for WHEST. She had the supporters in the audience stand. She also submitted letters of support from various people.

BRIAN DREWLOW, WEST HOLLYWOOD, spoke about the meters in the parking lot on Santa Monica Blvd. that go until midnight. He was upset that when the City took control of the parking lot, the rates tripled.

GUY THORPE, WEST HOLLYWOOD, member of the Executive Board of ACES, stated that the City should be making it easier to park instead of harder. He thanked Council for the increased Sheriff's support on the east side.

CRAIG RITCHIE, WEST HOLLYWOOD, stated opposition to the extension of the hours of the parking meters, indicated there should be no meters in the wraparound areas whether zoned business or residential and commented on the loss of spaces due to re-stripping.

GIAN-SINGHI KHALSA, WEST HOLLYWOOD, spoke in support of WHEST. He also suggested that the City Council look at long term gains vs. short term gains.

DON SAVOIE, WEST HOLLYWOOD CHAMBER OF COMMERCE, stated that WHEST is a very popular program with both large and small businesses. He stressed that the City Council should look at the best return of investment. The business community is definitely united against the extension of hours.

JOHN STRAUSS, WEST HOLLYWOOD, spoke in favor of WHEST.

KEDRON NICHOLSON, WEST HOLLYWOOD, asked Council to not extend the hours on parking meters and to leave enforcement at 6:00 p.m.



JOHN THORSON, WEST HOLLYWOOD representing Trader Joes employees. He requested the removal of parking meters around the Movie Town Plaza, and requested no extension of time past 6:00 p.m.

DON BRUNKE, WEST HOLLYWOOD, stated that City made a mistake, the parking meters are here to stay. It is time now how the meters should be used. The meters on residential streets are should be out. There are 4 meters on Formosa which take up 60 yards. Secondly, no meters after 6:00 p.m. and they should be .25 per hour instead of .75.

DON DELUCCIO, WEST HOLLYWOOD, commented on the staff recommendations which were provided in the staff report. He stated his support for the extension of hours on Beverly and Melrose and suggested extending the meters to 4 hours instead of 1 or 2 hours.

ROBERT TRUJILLO, WEST HOLLYWOOD, spoke in support of the WHEST program, and asked the Council not to cut funding.

BARBARA HAMAKER, WEST HOLLYWOOD, spoke against wrap around meters in the neighborhood. She stated her personal reaction was that the City of West Hollywood had acted without reference to the people that are affected.

DONNY CACY, WEST HOLLYWOOD, spoke against the parking meters on the East Side of the City on Santa Monica Boulevard.

SUSAN PINKUS, WEST HOLLYWOOD, spoke about the issue of money and the need that local governments have due to the State taking away moneys. She indicated that because of parking meters people will go into non-permitted neighborhoods.

MICHAEL NIEMEYER, WEST HOLLYWOOD, stated that his business has generated over leveling the Pacific Bell structure and to extend the hours for more than one hour.

BILL HOLLAND, MANHATTAN BEACH AND BUSINESS OWNERS, stated the people of West Hollywood have spoken and they don't want extension of parking meter hours.

HARRY PRONGUE, WEST HOLLYWOOD, stated the City Council makes the parking problems worse. He would like more notice given regarding these matters, and is in support of cutting programs before adding the meters.

EDD HOLMAN, WEST HOLLYWOOD, stated his opposition to the parking meters after 6:00 p.m.

DAN JBARD, WEST HOLLYWOOD, opposes the parking meters to 10:00 p.m. and the wrap around in the neighborhoods.

HOWARD ARMISTED, WEST HOLLYWOOD, spoke against extending the parking meters past 10:00 p.m. There is also a problem with overzealous parking enforcement and he provided a few examples.

BARBARA ZAMPELLI, WEST HOLLYWOOD, stated the perception of the City is that of having the worst parking. Asked for cheap parking like surrounding cities.

DERRICK MEEK, WEST HOLLYWOOD, stated his opposition to the parking meters.

NORMAN CHRANOFF, WEST HOLLYWOOD, spoke against the extension of hours on the parking meters and the wrap around. Asked the Council not to fund agencies that pay their executive director \$150,000. per year.

STEVE MALONE, WEST HOLLYWOOD, Executive Director Aid for Aids, stated that meters are not a good tool for revenue enhancement but are good for enforcement revenue. He suggested that Council look at signage instead of meters for parking restrictions.

Mayor Koretz indicated that we have a smaller budget than comparable cities, Beverly Hills, for example, has double the budget. He suggested that Council should look at the list of cuts on what they could comfortably cut. He also suggested that all wrap arounds be removed both in commercial and residential. He suggested keeping all the meters at 6:00 p.m. On a one time basis we can adjust to no or a small budget surplus. We will have a deficit next year and in future years. We should begin the budget process now. He suggested that we take a zero base budgeting approach. We need to take residents in the community, get together on possible cuts and possible revenue enhancements. Create an eleven member task force 1/2 residents and 1/2 business owners.

Mayor Pro Tem Guarriello stated he is not in favor of the recommended cuts, and suggested looking at programs next year. He is not in favor of the wrap around, and is supportive of a task force.

Councilmember Land commented that one of the items later on in the agenda is to appoint a budget subcommittee. There had to be ongoing cuts and there was

going to be a need to identify ongoing sources of revenue. She commented on the need for WHEST and the increase in taxi coupon. She concurred with Mayor Pro Tem Guarriello to avoid the piecemeal approach to cutting the budget. She indicated that she could not vote on meters on the wraparound and agreed that these meters should be left as they are until the budget process is completed for next year.

Councilmember Martin stated that the ability to pull "rabbits out of a hat" is getting more and more difficult. Every Social Service program appears to be sacred, when it comes to budget time, and how are we coming up with additional funding. We should come up with \$100,000. of cuts before we leave tonight. There are programs which we cannot continue to fund. We are rapidly coming to a point when the costs are not keeping up with the revenue. Councilmember Martin indicated that the meters on Santa Monica be kept to 6:00 p.m., eliminate the wraparounds. The 10:00 p.m. time extension has been in existence on Sunset for a number of years. He stated he would consider the 10:00 p.m. time limit on Beverly Blvd.

Councilmember Heilman stated that he is very troubled by what he has heard on the Council and in the audience. Ultimately we are going to have to raise revenue or we are going to have to make substantial cuts in programs. There needs to be more public input. He stated he was troubled by the wraparound issue and stated it is something that the west side has always had to deal with. He would go along with the task force and look at it in the future. Limit the meters to 6:00 p.m. and keep the wrap around in the commercial area.

Mayor Koretz stated he would like to make a motion to try and wrap some of this up. I would like to move that we eliminate all the wraparounds from all the commercial and residential streets that have either been proposed or installed on the East Side, and remove any stripping that has reduced the number of spaces. Leave all meters proposed to be increased to 10:00 P.M. at the 6:00 P.M. time for this year. Initiate a zero based budget review process by staff for the first time in the budget process that is brought to us for next July's budget. Create an 11 member task force of approximately fifty percent residents and fifty percent business owners and have that task force work with the two person Council ad hoc task force that will be created later in this meeting. Hold a series of public meetings to go over the suggestions that come out of that process. Separate from the motion that we look at the recommendations that have been made and make cuts tonight on any items where there is a consensus.

Councilmember Land asked that the motion be amended to eliminate the zero based budget process and establish an eleven member task force and vote on that separately.

Mayor Koretz amended his motion.

She indicated that she agrees with the wraparound. She indicated that we need to work with these businesses to create parking for their employees. People need to start working with those businesses to create business.

City Manager asked the City Council to rethink the zero base budgeting as most agencies that did that have been abandoned.

Mayor Koretz indicated that perhaps Council would not go through an exact zero base budgeting, Mayor Koretz indicated he would be looking for a document that would list potential cuts.

Motion, direct staff to come back with essentially a zero base budget approach, to create an eleven member task force, five business owners and six residents, to work with the ad hoc budget committee and review the recommendations by staff and to hold a series of public meetings.

**ACTION:** Eliminate all wraparound areas from the commercial and residential zones that have either been proposed or installed on the East Side. Remove all stripping that have reduced parking spaces in the wrap around areas. All meters that have proposed to be increased to 10:00 P.M. shall stop at 6:00 P.M.

**Motion Mayor Koretz, seconded by Guarriello and unanimously carried.**

**ACTION:** Direct staff to initiate reformed zero based budget process showing Department, Division, Program and Activities. Create an 11 member task force of 5 business owners and 6 residents. Hold a series of public meetings.

**Motion Mayor Koretz, seconded by Councilmember Martin and unanimously carried on a roll call vote.**

Council then decided to eliminate only items where there was consensus.

**Eliminate the \$2,000. of special events advertising and promotion.**  
Approved by consensus of the City Council.

**Eliminate the \$5,000. for the consultant for the City Store.**  
Approved by consensus of the City Council.

**Eliminate the \$14,000. for furnishings in Code Compliance.**  
Approved by consensus of the City Council.

**Eliminate the \$4,750. for Dog Waste Station Program**

Council did not approve.

**Eliminate the \$7,000. for the 5K/10K Run and Walk-a-Thon**

Approved by consensus of the City Council.

**Salary savings in the amount of \$69,590. by not filling the vacant Records and Processing Division Manager position.**

Approved by consensus of the City Council

**Shift \$5,000. of East Side Revitalization Lights On Crime program to CDBG funding.**

Approved by consensus of the City Council.

**Motion to approve actions as outlined above, Councilmember Heilman, seconded by Councilmember Land and unanimously carried.**

RECESS AT 9:55 P.M.

RECONVENED AT 10:08 P.M.

**B. APPROVAL OF AGREEMENT FOR PARKING MANAGEMENT SERVICES FOR MUNICIPAL PARKING STRUCTURE NO. 1, LOCATED AT 8383 SANTA MONICA BOULEVARD:**

Janis Rhodes, Parking Manager, provided background information as outlined in the staff report dated September 16, 1996

**ACTION:** (1) Approve an agreement with Ampco System Parking for Parking Management Services for operation of Municipal Parking Structure No. 1, for a three year time period for an amount not to exceed \$99,000. for the 1996-97 Fiscal Year.

**Motion Councilmember Martin , seconded by Heilman and unanimously carried.**

**C. IMPLEMENTATION OF REQUIREMENTS OF THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989 FOR LEVY AND COLLECTION OF THE HOTEL MARKETING BENEFIT ZONE:**

Rhonda Sherman, Development Specialist, provided background information as outlined in the staff report dated September 16, 1996.

DON SAVOIE, WEST HOLLYWOOD CHAMBER OF COMMERCE, indicated his support for this item. He outlined their work in some of the programs which are part of the Convention and Visitors Bureau.

HALEY POWERS, CONVENTION AND VISITORS BUREAU, stated Sam Ebid had to leave but wanted to express his support.

MICHAEL YATES, CSW, BOARD MEMBER OF THE CONVENTION AND VISITORS BUREAU, encouraged Council to approve.

FRED VANACOURT, WEST HOLLYWOOD, stated his support for this item and is a member of the Board of the Convention and Visitors Bureau.

HALEY POWERS, EXECUTIVE DIRECTOR OF THE WEST HOLLYWOOD CONVENTION AND VISITORS BUREAU, outlined the benefits to residents of the Convention and Visitors Bureau.

Councilmember Land stated that not only is there increased revenue that comes into the City because of these activities but there are additional jobs, etc. The work that this bureau does provides funds for services which we are able to provide to residents.

Councilmember Heilman stated he concurs with Councilmember Land. It is important that the City continues to support the marketing of the City. The last couple of years we have seen additional investment into the community by the hotels.

Councilmember Martin stated it is now completely self-funded. He thanked the bureau for working with the City on this issue.

**ACTION:** (1) Adopt Resolution No. 96-1642, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPOINTING AN ADVISORY BOARD AND DIRECTING THE PREPARATION OF A REPORT FOR FISCAL YEAR 1996-97 IN CONNECTION WITH THE WEST HOLLYWOOD BUSINESS IMPROVEMENT AREA;" and (2) Adopt Resolution No. 96-1643, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE REPORT OF THE ADVISORY BOARD FOR FISCAL YEAR 1996-97 IN CONNECTION WITH THE WEST HOLLYWOOD BUSINESS IMPROVEMENT AREA;" and (3) Adopt Resolution No. 96-1644, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DECLARING ITS INTENTION TO LEVY A CHARGE (ASSESSMENT) AGAINST HOTELS IN THE WEST HOLLYWOOD BUSINESS IMPROVEMENT AREA FOR FISCAL YEAR

1996-97 AND SETTING A TIME AND PLACE OF A HEARING TO CONSIDER SUCH A CHARGE.”

**Motion Councilmember Land, seconded by Councilmember Heilman, and carried by the following vote:**

**AYES: Councilmembers Heilman, Land, Martin, Mayor Koretz.**  
**NOES: Mayor Pro Tempore Guarriello.**

**D. PROPOSED RESOLUTION OF INTENT AND TO SET THE PUBLIC HEARING FOR THE SUNSET STAR WALK CORPORATION FRANCHISE AGREEMENT:**

City Manager Brotzman provided background information as outlined in the staff report dated September 16, 1996.

Councilmember Heilman asked that there be some direction to look at this being on an experimental basis since there has been so much discussion and concern on this item.

**ACTION:** Adopt Resolution No. 96-1645, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DECLARING ITS INTENTION TO GRANT A FRANCHISE FOR USE OF PUBLIC RIGHT-OF-WAY AT SPECIFIC LOCATIONS ON SUNSET BOULEVARD TO THE STAR WALK CORPORATION.”

**Motion Mayor Pro Tem Guarriello, seconded by Councilmember Land and unanimously carried.**

**E. APPOINTMENTS TO THE BUDGET SUBCOMMITTEE:**

**ACTION:** Nominate Councilmember Martin and Councilmember Heilman to serve on the Budget Subcommittee.

**Motion Councilmember Land, seconded by Mayor Pro Tempore Guarriello and unanimously carried.**

**5. NEW BUSINESS:**

**A. ESTABLISHMENT OF A CITIZEN TASK FORCE ON ENVIRONMENTAL ISSUES:**

David Hare, Environmental Services Manager, provided background information as outlined in the staff report dated September 16, 1996.

Councilmember Land thanked David for the work they have been doing this.

**ACTION:** Direct the City Manager to establish a Citizen's Task Force on Environmental Issues to make recommendations to staff on environmentally related programs. The Task Force should identify the City's various options for reducing CO2 emissions, conserving energy, and achieving sustainability.

**Motion Councilmember Land, seconded by Mayor Pro Tem Guarriello and unanimously carried.**

**B. DESIGNATION OF VOTING DELEGATES FOR THE NATIONAL LEAGUE OF CITIES' ANNUAL BUSINESS MEETING:**

**ACTION:** (1) Appoint Councilmember Heilman as the voting delegate for the 1996 National League of Cities' Annual Business Meeting; and (2) Direct the City Clerk to submit the required forms to the League Offices.

**Motion Councilmember Land, seconded by Councilmember Martin and unanimously carried.**

**EXCLUDED CONSENT CALENDAR:**

**J. RESIGNATION FROM THE PLANNING COMMISSION:**

Mayor Koretz asked that Mr. Lambert have an additional two weeks for him to reconsider.

Councilmember Heilman indicated that he already had that conversation with Mr. Lambert. He indicated strongly he would not continue on the Planning Commission but did express his continued support for the City and stated he will continue to serve the City but in another capacity.

**ACTION:** Accept with regret the resignation of Jeffrey Lambert.

**Motion Mayor Koretz, seconded Councilmember Heilman and unanimously carried.**

**CITIZEN COMMENTS:** None.

**6. LEGISLATIVE:** None.



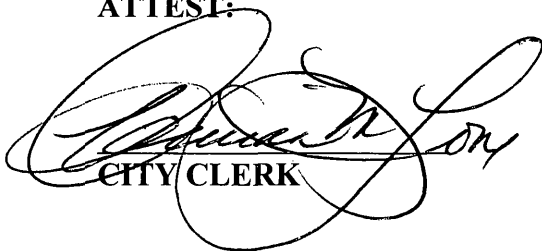
**COUNCILMEMBER COMMENTS:** None.

**ADJOURNMENT:** The City Council adjourned at 10:30 p.m. to its next regular meeting on Monday, October 7, 1996 at 7:00 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

**APPROVED BY MOTION OF THE CITY COUNCIL THIS 7TH DAY OF OCTOBER, 1996.**

  
MAYOR

**ATTEST:**

  
CITY CLERK