

**MINUTES
CITY COUNCIL MEETING
JANUARY 25, 1993
WEST HOLLYWOOD PARK
647 N. SAN VICENTE BOULEVARD
6:00 P.M.**

JOINT STUDY SESSION ON ECONOMIC DEVELOPMENT WITH MARKETING CORPORATION AND BUSINESS RETENTION AND EXPANSION TASK FORCE

CALL TO ORDER: Mayor Lang called the meeting to order at 6:10 p.m.

PLEDGE OF ALLEGIANCE: The Pledge was led by George Rosenthal.

ROLL CALL:

PRESENT: Heilman, Land, Guarriello, Mayor Lang
ABSENT: Koretz
ALSO PRESENT: City Manager Brotzman
REPRESENTATIVES FROM BUSINESS EXPANSION AND RETENTION TASK FORCE AND MARKETING CORPORATION:
Mary Frost
Anastasia Kostoff Mann
George Rosenthal
Elaine Mutchnik
Ron Kates
Mark Lehman
Tony Melia
Russell Wilson
Thomas Crail
Deborah Rosenthal
Michael Gintz

ECONOMIC DEVELOPMENT STUDY SESSION: This study session provides the Council an opportunity to review current economic development activities as a whole and reaffirm and strengthen its commitment to ongoing and proposed economic development policies and initiatives.

Debbie Potter led off the study session with an overview of the format for the evening.

Dave Wilcox, consultant, gave a presentation on economic development in West Hollywood and the region. Rhonda Sherman gave an overview of the City's economic development activities and commercial revitalization projects and programs.

Gay Forbes spoke about pitfalls in the Council's making of decisions, and ways to avoid them.

Thomas Crail introduced some of the members of the Business

Retention and Expansion Task Force, who made presentations:

Deborah Rosenthal: Recap of where we've been - beautification awards, panhandling abatement, business expansion meetings, entertainment newsletter, interviews with East-end entertainment firms, Sunset entertainment incentive zone, and consistent message to the business community in L.A. County.

Mike Gintz, Bank of America: Goals: 1) continued focus on crime prevention, panhandling, relations with Sheriff's Department; 2) nurturing prospective business; and 3) retention of present businesses with focus on entertainment business. Inventory of business - retail office space needed on East-end.

Councilmember Guarriello stated that many businesses can't get loans even after approval from the City. Mr. Gintz stated that this is true and probably won't change in the near future.

Thomas Crail, Chamber of Commerce: How the Chamber of Commerce fits in with Marketing Corporation and Business Retention and Expansion Task Force.

Tony Melia: What it takes to survive - manage the City like a business - invest in economic development programs now for profit in the future.

Mary Frost, Executive Director, West Hollywood Marketing Corporation: I've never seen such a strong bond between three organizations all working toward the same goal: to showcase the City to promote tourism and business.

George Rosenthal, Vice Chairman of Marketing Corp.: What the Marketing Corporation is and what it does.

Mark Lehman: Development and business incentives that staff, Marketing Corporation and BREP have been working on for Council consideration. Streamlining; parking; zoning. Streamlining - goal is to simplify procedures; revise appeals process; check-list on processes at start of project. Parking issues - shared and off-site parking - allow more - loosen zoning code requirements.

The following persons from the audience gave comments:

Elaine Mutchnik, Marketing Corp.: Social services - balance benefits to retain livability.

Russell Wilson (Koontz Hardware), Marketing Corp.: All of us are trying to balance the business and residential community. Am impressed by the professionalism that has been brought to the issues; impressed by the way the Council approaches their

extremely difficult task of balancing these issues. Thank everyone involved; optimistic for the future.

Anastasia Kostoff Mann, Chairman, Marketing Corporation, commented that the Corporation will be co-hosting the International Gay Travel Agents Association Meeting here in May. Regarding meeting space, looking at utilizing space at Pacific Design Center; have a shuttle service to hotels. Residential community must be balanced with the business community; business and jobs are the same.

Councilmember Land stated that in March, as part of discussion on East Side revitalization, Council and staff could talk about redevelopment, be specific as to what it can and can't do.

Debbie Potter asked Council to identify incentives they'd like focussed on.

Councilmember Heilman gave his comments on the List of Possible Development Incentives (Exhibit A): Incentives 9 through 13 are either relatively non-controversial or were already discussed; business attraction/marketing were already talked about; establishing business improvement districts has already been done with the Santa Monica Association; allowing for interim uses on key parcels should not have a significant impact; and transfer of development rights (TDRs) has been talked about - at least in context of the Sunset and the historic properties, so there is some sense that the Council is willing to look at that.

The other incentives, the increased height and density - again, Council agreed to look at that on Sunset, as part of the Sunset Plan, and should be looked at on a case-by-case basis, not as a wholesale abandonment of the General Plan. Streamlining--we've already endorsed the concept of streamlining. Reduce or eliminate planning and/or building fees--if that would clinch a deal, I suppose we would do it but it doesn't seem like that's a big one for most developers. I would be comfortable with delaying the collection of exactions (Incentive No. 6), as we have with some developments, doing 50 percent to get the certificate of occupancy, and 50 percent after two years, or something like that. No. 7--I don't know how we can really delay the cost of required studies, not sure what was really meant there. No. 8--Business License Tax Rebate--we already exempt the business for the first year, and I think it's 50 percent for the second year, so I don't know what further rebate we would be talking about. I wouldn't be comfortable with rebating money that's been paid. The biggest issue I've skipped over is parking--some of them I like and some I don't like. Some I think we've already supported. I'm not sure our finance officer would allow us to return all the parking meter funds to a particular business district, but I suppose we could work out something where we would dedicate a

certain portion of the parking meter revenue each year to pay off the cost of the structure. Or there was a business improvement district that located a space and the businesses wanted to go forward with a parking structure in that area. I think that would be a good way of funding it.

Councilmember Land said that she agreed with most of Councilmember Heilman's comments; however, regarding the Business license tax rebate, would like more discussion on how you would see that as an incentive, and how we could focus that. Regarding parking, should continue to look at allowing off-site parking and reviewing our criteria for that. Some parking here is not really utilized.

COUNCIL COMMENTS: Councilmember Heilman reported that former Planning Commissioner Bud Siegel is still at Cedars recovering from an accident and is showing improvement; and people are encouraged to visit.

ADJOURNMENT: This meeting was adjourned at 8:00 p.m. to January 27 at 6:00 p.m., Pacific Design Center, for the annual joint meeting with City Boards and Commissions, which will be a budget study session, and subsequently, to the next regular Council meeting on February 1, 1993, at West Hollywood Park, for a closed session at 6:00 p.m. and a regular meeting at 7:00 p.m.

APPROVED BY MOTION OF THE CITY COUNCIL THIS 16TH DAY OF FEBRUARY, 1993.


MAYOR

ATTEST:


CITY CLERK