

**MINUTES
CITY COUNCIL MEETING
JUNE 10, 1991
WEST HOLLYWOOD PARK AUDITORIUM
647 N. SAN VICENTE BLVD.
6:00 P.M.**

CALL TO ORDER: Mayor Heilman called the meeting to order at 6:05 p.m.

PLEDGE OF ALLEGIANCE: The Pledge was led by Debbie Potter.

ROLL CALL:

PRESENT: Guarriello, Lang, Land, Koretz,
Mayor Heilman

ALSO PRESENT: City Manager Brotzman

6:00 P.M. - COUNCIL STUDY SESSION WITH BUSINESS RETENTION AND EXPANSION TASK FORCE: As part of its overall economic development strategy to enhance key economic sectors, the City has conducted Business Retention and Expansion Studies for the retail and entertainment industries. This study session provides an opportunity to present the studies' findings and recommendations to the City Council. Debbie Potter introduced the members of the Business Retention Task Force: Ron Kates, Arlen Andelson, John Trumpler, Deborah Rosenthal, Thomas Crail, Steve Gooney, Paula Henderson, Mark Buchman, Todd Elliot, Mark Lehman, Catherine Stribling, Jan Breidenbach, consultant, and Rhonda Sherman from Community Development Department. She stated they would give an overview and history; methodology; findings; next steps; recommendations; presentation re entertainment industry concerns; questions and directions from council, concluding thoughts.

Rhonda Sherman gave an overview and stated that the City's program based on a State model. State Dept. of Commerce has been helping the City. The task force is composed of volunteer business people; each member surveyed at least 3 businesses with the purpose being to get a look at cross section of the retail businesses. Jan Breidenbach conducted a study of entertainment industry.

Members of the Task Force reported on various aspects of the study, followed by questions by the City Council.

Direction was given that the Council supports the following recommendations, and directed staff to go forward with them.

RECOMMENDATIONS:

- 1) Receive and file the Retail Sector and Entertainment Sector Business Retention and Expansion Studies.
- 2) Direct the Business Retention and Expansion Task Force to divide into four committees to develop and implement specific recommendations for the four identified major areas of concerns: parking/business area improvement; expansion assistance; crime prevention and public safety; attraction strategies.
- 3) Direct

staff to incorporate the findings of the two studies into the recommendations of the Sunset Specific Plan and the Studio District Workshop as appropriate.

4) Direct staff to implement the immediate and short-term recommendations as listed in the staff report.

Mayor Heilman presented special Commendations for the members of the Task Force:

Ron Kates, Catherine Stribling, Mark Buchman, Arlen Andelson, John Trumpler, Deborah Rosenthal, Todd Elliott, Mark Lehman, Paula Henderson and Steve Gooney.

CITIZEN COMMENTS: The following persons came forward to address the Council:

Ed Riney, West Hollywood - comments on the business report.

Dick Rosengarten, West Hollywood - Business License Commission granting a 24 hour license for a new coffee house. Want the business in the neighborhood but not the hours. No process for neighborhood groups to file appeal without money.

Mayor Heilman: Staff will look at method.

Land: Deanna Stevenson, Deputy, is looking into this.

Jeanne Dobrin, West Hollywood - I support these people. Supervisor Edelman had waived fees of this kind.

Mayor Heilman called a recess at 7:20 p.m.

7:30 P.M. - PUBLIC HEARING ON THE BUDGET: This time has been set aside for City Council to hear anyone wishing to speak regarding the Preliminary Draft Budget for Fiscal Year '91-92.

Mayor Heilman announced that the proposed budget calls for approximately \$37,000,000 in revenues, \$34,000,000 in ongoing expenditures and \$3,000,000 in capital improvements.

Ron Kates: Spoke in favor of the Marketing Corporation.

Ralph Mayo: The CORE Program -Support for current level of social services and need for AIDS education.

Ed Riney, West Hollywood: Agencies that spend the most per client should take the cuts; Should shut down the homeless shelter; use for people with AIDS.

Tad Bright, West Hollywood: Co-Chair east end community action: level of Sheriff's support in the budget is insufficient. Ask increase; opposed to homeless shelter. Should cut Salaries of City Hall managers.

Dorothy Lank: Dispute Resolution Services. The importance of mediation; hope this opportunity will continue. Condolences to Joyce Hundal.

Phil Roberts, W.H. Immigrant Center: Average 20-25 immigrants per month, come to find employment.

Michael Feinberg, Board of Directors for L.A. Shanti: Support for 5% COLA increase.

Jim Gross: Spoke in support of Shanti.

Sheri Lin of Shanti: Programs provided by Shanti.

Barbara Crofford: PLUS seminar coordinator for L.A. Shanti.

Ken Jones, West Hollywood: Volunteer with PLUS, part of Shanti.

Gerardo Paron: Support of Shanti.

Paul Zimmerman, Exec. Dir., W.H. Com. Housing Corp.: Ask approve the item for housing corporation.

Marian Dymont, West Hollywood: Russian immigrant; Wants headstart to have a full day program.

Joanne Leipzig, teacher at Head Start: 23 families, for 2 hours a day. A full day would benefit the children and the parents as well.

Teresa Grimes, West Hollywood: Staff support for Cultural Heritage Program. There are residents who need childcare. Encourage item for benefit of childcare.

Joan Mithers: Support of JFS Nutrition and Board and Care outreach program - a 5 percent cut would have serious impact.

Vivian Sauer: Opposed to 5 percent cut. Urge Council not to make across the board cut in funding.

Walt Hanna, WH, Exec. Dir. Aid for AIDS: Asked Council not to make cuts in aid for AIDS. Two hundred percent increase in clients.

Catherine Stribling: Sales revenue grew in 1990. In support of Marketing Corporation.

Lauren Jardine: Dir. of Programs at Gay and Lesbian Community Services Center. Complimented Council as extraordinary examples. Opposed to five percent cut.

Mike Reynolds: W.H. Cares. Thanked Council for support; opposed to any cuts.

Michael Klindt: Edelman Health Center--STD Clinic. We are one of only two STD clinics in County of LA. Ask not cut.

Michael Feuer: Bet Tzedek. Free representation to those unable to afford an attorney. All kinds of clients. Urge not to make cuts.

Ron Garner, Child and Family Services: Urge not to cut family services budget.

Helen Levin: Dir. of Russian Com. Center, W.H.--Thank Council for support. Expect more immigrants next year. Not having COLA is a disaster.

Mark Lehman, W.H., Pres., Chamber of Commerce: Hope City will look at ways to cut the budget other than social services.

Thomas Crail, W.H., Exec. Dir., Chamber of Commerce: Talked about Business Retention Task Force; booster shopping program.

Robert Davis: Need increased law enforcement on east end.

Gary Bess: Free Clinic - Homeless shelter.

Jean Pearlstein: Women Helping Women - Reported on their programs. Ask not to make cuts.

Bob Erlenbush, Exec. Dir. of W.H. Homeless Organization: Thank Council for support. Services: over 250 homeless - many residents of W.H.; more than 4,000 bednights, meals, casework; homeless with AIDS, mentally ill, substance abuse. People are finding jobs, housing, etc. Only one person who had substance abuse has relapsed since being in this program.

Janet Witkin, Exec. Dir. of ALA: Appreciate support. We match 35-45 people a month to share housing.

Mila Tarlo, W.H.: Head Start program - In favor of full time school. Ask not to cut budget.

Helen Albert: Board of Directors of Homeless Organization. The shelter has been successful up till now. Not a magnet for the homeless. Ask continued support.

Jeanne Dobrin: We all have to tighten our belt. Get rid of the more obvious things.

Gil Botello and Rebecca Flores: Case manager for APLA. Ask reconsider the proposed five percent cut.

Mayor Heilman closed budget hearing at 8:45 p.m. and informed the audience that the Council still had to go through more study and deliberations and would take into account the public comments.

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Mayor Heilman adjourned the meeting to a closed session at 8:51 p.m. to discuss matters pertaining to personnel.

The meeting was reconvened at 9:00 p.m. and adjourned to a regular adjourned meeting on Friday, June 14, 1991 at 4:00 p.m., in the City Manager's office, City Hall, 8611 Santa Monica Boulevard.

APPROVED BY MOTION OF THE CITY COUNCIL THIS 17TH DAY OF JUNE, 1991.



MAYOR

ATTEST:



CITY CLERK