Hurricane Katrina. She appears on Animal Planet including *Animal Rescue 911, Dog Tales, Dogs 101, Cats 101,* and television news show throughout the country. She is also the author of the award-winning, highly acclaimed book "What Every Pet Owner Should Know: Prescriptions for Happy, Healthy Cats and Dogs" and served as a judge on the hit reality series "Groomer Has It."

Expo
The Health and Safety Expo will be held November 1 in conjunction with the Farmers' Market on Civic Center Drive from 9:00 a.m. to 1:00 p.m. Cedars-Sinai Medical Center will provide a variety of free health screenings and a bloodmobile where citizens can donate blood. Their mobile hospital tent will also be on display. Spcala will provide low cost microchipping, vaccinations, and information on spaying and neutering. Los Angeles Animal Services will provide licensing of pets. The Expo will feature educational information from health and safety-related agencies and organizations including Los Angeles County Public Health and Vector Control, car seat safety checks by the California Highway Patrol, and health, emergency and safety item for sale. Activities for children will include preparedness puppet shows by the American Red Cross, marionettes, an interactive pedestrian course from "Safe Moves", an 8.0 earthquake experience from Safe-T Proof Quake Cottage and plenty of interactive presentations and activities. City departments will also participate. There is something for everyone, including pets.

School Presentations
Due to budget constraints no school presentations will be held this year. The School District has agreed to distribute health and safety information to students and encourage participation in the events.

Library
The library will have a health and safety display.

FISCAL IMPACT

The cost of holding Health and Safety Week is currently in the budget of the Office of Emergency Management.

RECOMMENDATION

Staff recommends Health and Safety Week be held as reflected above. We invite all City Council members, family, friends to attend the events.

Pamela Mottice-Muller

CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: October 6, 2009

To: City Council

From: Alison Maxwell, Director Economic Development and Marketing

Subject: Notes from the Special Meetings of the City Council Committee for Licensing and Branding of June 4, and June 24 and August 11, 2009 regarding Shield Licensing Matters.

Attachments: Beverly Hills Shield License Approval Protocol

INTRODUCTION

This item will provide a summary of the Special Meetings of the City Council Branding and Licensing Committee meetings held June 4, June 24, and August 11, 2009 to discuss Shield Licensing Matters; in particular, this report will provide an overview of a protocol developed by the Committee for reviewing and approving license applications.

DISCUSSION

The Council Committee for Branding and Licensing (Committee) has within its purview matters relating to the Shield Licensing Program. The Shield Licensing Program is managed under contract with the Chamber of Commerce and Bradford Licensing.

The Committee meets on a regular basis to review updates from the Chamber and Bradford Licensing and to review a variety of other matters licensing and branding.

At its meetings of June 4, 24 and August 11, 2009 the Committee received general updates on pending licensing items. In particular, the Committee focused its attention on the development of a City protocol for the level and type of internal review different licensing matters should receive.

Staff presented a draft of an approval protocol in the form of a matrix at the June 24th Committee meeting. Following input from the Committee, the protocol was revised and re-presented at the August 11 meeting. The Committee approved the draft and recommended it be included in a report to Council for concurrence.

In summary, the purpose of the protocol is to bring greater continuity to the City's internal approval process for Shield Licensing applications while maintaining sufficient flexibility for staff to be able to respond quickly to a variety of commercial requests such as filming and entertainment licenses.

Principal elements of the protocol include:

- Any licensing agreement that commits the City to a term of four years or greater shall be approved by City Council;
- Small agreements with a licensing value of less than $50,000 and less than four years may be approved at a staff level, with regular reports to the Licensing Committee;
- Any agreement over $50,000 requires approval from the Committee; with agreements over four years being approved by Council also.
- Following approval of a license agreement, approval of follow-up work and design approvals may be done at the staff level.
- The Committee will be regularly briefed on all licensing activity

The attached draft "Beverly Hills Shield License Approval Protocol" was approved by the Committee and is recommended for ratification by the City Council.

In addition to its review of the Beverly Hills Shield License Approval Protocol, at the August 11, 2009 meeting, the Committee devoted time to review the Permission Agreement between the City and Chamber that allows the Chamber certain use of the Beverly Hills. The Committee also discussed uses of the Shield and City Seal.

A separate item on the Chamber Permission Agreement and the use of the City Shield and City Seal is included as an A Item on the October 6, 2009 Council Study Session.

FISCAL IMPACT

None

RECOMMENDATIONS

By accepting this staff report, City Council concurs with the Committee preferred approach as outlined in the "Beverly Hills Shield License Approval Protocol"

Approved by:

Alison Maxwell, Director Economic Development and Marketing