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A detailed Commission packet is available for review in the Library and Planning Department.

In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the Planning Department at 310-285-1141. Please notify the Planning Department at least seventy-two hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility. Council Chambers / Meeting Rooms are equipped with audio equipment for the hearing impaired, and are wheelchair accessible.

Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the Architectural Commission action by filing a written appeal with the City Clerk. Appeal forms are available in the City Clerk's office. (Note: Appeal Fee Required.)

SYNOPSIS

**CITY OF BEVERLY HILLS
ARCHITECTURAL COMMISSION MEETING
455 North Rexford Drive, Beverly Hills, CA 90210
City Council Chambers
Commission Meeting Room 280-A**

**Wednesday, February 16, 2011
1:00 p.m.**

OPEN MEETING

ROLL CALL

Present: Commissioners Gardner-Apatow, Blakeley, Bernstein, Rennett, Meyer, Vice Chair Cohen and Chair Rubins.

Absent: None.

APPROVAL OF AGENDA

COMMUNICATIONS FROM THE AUDIENCE

- Members of the public may address the Commission*

COMMUNICATIONS FROM THE COMMISSION

- Chair's Report from Mayor's Cabinet Meeting

CONSIDERATION OF MINUTES

1. Meeting of January 19, 2011

Blakeley-Rennett/7
Approved as Amended

CONSENT ITEMS – PUBLIC HEARINGS

None.

CONTINUED ITEMS – PUBLIC HEARINGS

2. **9800 WILSHIRE BOULEVARD**
9800 Wilshire Boulevard
Façade remodel, building identification sign and business identification signs
(PL 103 9867)

Cohen-Rubins/7
Return for Restudy

3. **BANK OF AMERICA**
9454 Wilshire Boulevard
Façade remodel, business identification signs and building identification signs
(PL 103 8897)

Rennett-Bernstein/7
Approved with Conditions

4. **PARK HAMILTON CONDOMINIUMS**
225 South Hamilton Drive
Modifications to a previously approved condominium project
(PL 100 5705)

Cohen-Rubins/7
Return for Restudy

NEW BUSINESS - PUBLIC HEARINGS

5. **MEDICAL BUILDING**
9231 Olympic Boulevard
Façade remodel
(PL110 1026)

Cohen-Rubins/7
Return for Restudy

6. **VERIZON WIRELESS**
8501 Wilshire Boulevard
New rooftop telecommunications facility
(PL 110 1658)

Cohen-Rennett/7
Return for Restudy

7. **BARBARA BUI**
401 North Rodeo Drive
Barricade mural
(PL 110 1193)

Cohen-Bernstein/7
Approved with Conditions

8. **FRETTE**
445 North Rodeo Drive
Barricade mural and signs
(PL110 0027)

Cohen-Rennett/7
Approved with Conditions

9. **OIL WELL (BEVERLY HILLS HIGH SCHOOL SITE)**
241 Moreno Drive
Oil well cover
(PL110 1888)

Rubins-Blakeley/7
Continued to the meeting on March 16, 2011

10. **BOUCHON RESTAURANT**
235 North Canon Drive
Amendment to the Unified Sign Program
(PL110 2304)

Rubins-Cohen -6-0-1 (Meyer Abstained)
Approved with Conditions

COMMUNICATIONS FROM THE ARCHITECTURAL COMMISSION

- Meeting Recap Discussion
- AC Design Award Discussion

Continued to the meeting on March 16, 2011, by Order of the Chair.

COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT

- Report from the City Planner
- City Attorney, Dave Snow to discuss Commissioner Training

Continued to the meeting on March 16, 2011, by Order of the Chair.

ELECTION OF OFFICERS FOR 2011 (Chair and Vice-Chair)

Vice Chair Cohen was unanimously elected as Chair, and Commissioner Rennett was unanimously elected as Vice Chair.

ADJOURNMENT

THE MEETING WAS ADJOURNED AT 6:01 PM

*** GUIDE FOR PERSONS INTENDING TO SPEAK**

This guide has been prepared as an aid so that you will be able to express your opinions briefly and clearly before the Commission and thus increase the effectiveness of your presentation. **Remarks are limited to 3 minutes unless extended by the Commission.**

1. State your Name and Address.
2. Organization you represent if any.
3. Your Statement should include all pertinent facts within your knowledge. It is important to discuss only those matters relating to the hearing and to tie your discussion of the facts directly to the decision you wish the Commission to reach.

Written Testimony

In order to have written material included in the Architectural Commissioner's mailed Agenda Packet, **10** copies of the material must be delivered to the Planning office no later than 11 calendar days before the date of the Architectural Commission Hearing. Written material (**10** copies) that is presented to the Architectural Commission after this date and up to 1:00 p.m. the day of the Architectural Commission Hearing, will be included in the Commissioners' Agenda folder, but may not be reviewed by individual Commissioners due to the amount of material that the Commissioners have to review for the Agenda.



FINE ART COMMISSION
REGULAR MEETING
SYNOPSIS

Thursday, February 17, 2011 4:00 p.m.
455 N. Rexford Drive / Beverly Hills, CA 90210
CONFERENCE ROOM 280-A CITY HALL

Meeting was called to order at 4:03 PM.
ROLL CALL

Present: Commissioners Pressman, Chalom, Smooke, Vice Chair Friedman, Chair Shepard
Absent: Potter

1. COMMISSION MINUTES

Minutes of January 20, 2011 approved with two corrections.

REPORT BY CHAIR

Chair Shepard reported on the Mayor's Cabinet Meeting for February, 2011.

2. REPORT BY FINE ART COMMISSION STAFF LIAISON

Staff reported that the sculpture by Mr. Huan, which the Fine Art Commission was due to discuss at this meeting, was presented by the San Francisco media as having been de-installed from its temporary home in front of San Francisco City Hall the previous day, and was going to be shipped back to China within the month. *** Sam Moon, Art Consultant for the 9378 Wilshire renovation project, called to request that members of the Fine Art Commission go to the site and approve the Banner installation. *** Fine Art fund is at \$772,557. *** Staff reported on a City cell phone app project, which will serve as a personal guide to the various Public Art Installations around Beverly Hills. All one must do is turn on the phone, activate the application, and it will automatically connect via GPS with the public art installation nearby revealing a paragraph about the piece and the artist. It will be on board for the iPhone by the end of the fiscal year. The app for the Droid phone will be available later in 2011. *** The protective fencing project for the Kusama installation should be no more than \$2000. *** Affaire in The Garden is slated for May 21 and 22nd. Commissioners stated how wonderful it would be if the phone application Public Art Tour function was available by then, and IT staff could be there demonstrating the capability to the public. *** Woofstock is approaching. Designer dogs are expected; bring your dog, or you can adopt a dog at the event. This is a FUN event, and one that enjoys the largest resident participation. *** Chair Shepard and Vice Chair Friedman will join Staff members in meeting the neighbors who live along Park Way between Beverly and Rodeo Drives to discuss the proposed installation of a Dan Graham Pavilion in Beverly Gardens Park. They will meet at 5pm on 2-24-11 to discuss the proposed location, the artist and his work.

CONTINUED AND NEW BUSINESS

3. Wallis Annenberg Center for the Performing Arts

Lou Moore, Executive Director of the Annenberg Center for the Performing Arts, presented an update on the progress of transforming the original Beverly Hills Post Office into a Center for the Performing Arts. Zoltan Pali, architect, has maintained the original structure of the Post Office but enhanced the structure to accommodate a theatre space with flexible seating, an educational area, professional performing school for children ranging from very young through

teen years. The Goldsmith Theatre, which will be a 500 seat theatre, is the mainstay of the building, and is underground, opens out onto an exterior sculpture garden.

4. Proposed Loan of Sculpture

Chair Shepard was scheduled to present information on a proposed sculpture by Chinese artist, Zhang Huan, but Mr. Huan's work was de-installed from its location in the front of the San Francisco City Hall the previous day, and within the week would be returned to China.

UNFINISHED BUSINESS/COMMENTS BY COMMISSIONERS/STAFF

Steve Zoet, Director of Community Services, spoke to the Fine Art Commission about the restructuring of the Department. Since he took over as Director, his former position is being phased out. Nancy Hunt-Coffey has been appointed to Assistant Director of Community Services; she is remaining as City Librarian, but also assuming some of the job scope that Steve previously oversaw. Brad Meyerowitz, who has been the Liaison for the Fine Art Commission for so many years is assuming the mantle of the new Catering Kitchen, which will take up more and more of his time. Therefore, one of the duties that Nancy will take over is Liaison to the Fine Art Commission. This transition will happen gradually over the next few months.

Committee Reports:

Public Art Ordinance:

Commissioner Chalom made the suggestion that the committee meet with staff in the Building and Safety division to ascertain the most commonly asked questions by developers, create a packet for developers to be handed out at the beginning of their process with the City, making sure that the information about the Percent for Public Art policy is included with the packet, so no one can claim being surprised by the information and the monetary obligation.

2010 COMMITTEE ROSTER/ COMMISSIONER ASSIGNMENTS (point person in bold)

Annenberg Center for the Performing Arts Committee (**Shepard**, Potter)

Education (Arts -4- All/BHUSD) Committee (**Friedman**)

Public Art Master Plan Committee (Shepard, Smooke,)

Public Art Tour/Outreach Committee (Shepard, **Pressman**, Chalom – Alt.)

Public Art Maintenance/ Preservation Committee (**Pressman**, Smooke, Potter – Alt.)

Public Art Ordinance Revisions Committee (Chalom, Pressman, Smooke – Alt.)

Recreation & Park Commission Liaisons (Shepard, Friedman)

ORAL COMMUNICATIONS FROM THE AUDIENCE

Mina Orbach, Art Coordinator, newcomer to United States from Israel, introduced herself at the suggestion of Cheryl Friedling. Ms. Orbach is connected to the art world in Israel and is hoping to make some connections to the art world here as she is representing several Israeli artists in the US market.

ADJOURNMENT

The meeting was adjourned at 5:50 p.m.

SYNOPSIS

**CITY OF BEVERLY HILLS
RECREATION AND PARKS COMMISSION**

Regular Meeting of Tuesday, February 22, 2011
Room 280-A, Beverly Hills City Hall, 455 N. Rexford Drive
2:00 p.m.

The meeting was called to order at 2:10 p.m.

ROLL CALL

Present: Anderson, Gersh, Gold, Rothner, Block

Absent: None

MOVED by Gold, SECONDED by Anderson to
approve as presented (5/0)

AYES: Anderson, Gersh, Gold, Rothner, Block

ABSENT:
ABSTAIN:
CARRIED

* Howard Rosoff was present.

Beverly Hills Resident Barbara Gamer requested
the Commission consider the impact to
neighboring Beverly Gardens Park before placing
large sculptures.

Harvey, a representative from Wednesdays AA
(Alcoholics Anonymous) meetings, provided a
brief presentation on the organization's
celebration of sixty-five years of meeting at
Roxbury Park.

Mr. Joel Shafran, representative from A.A.R.P.
(American Association of Retired Persons) Tax-
Aide Program, provided a detailed overview of
the Program.

CONSIDERATION OF MINUTES

TAB

1. Minutes of January 25, 2011

**ORAL COMMUNICATION FROM THE
AUDIENCE**

**NEW BUSINESS/STAFF REPORTS/
CORRESPONDENCE**

2. AA (Alcoholics Anonymous) celebrate 65
years of meeting at Roxbury Park –
Presentation
3. AARP Tax-Aide Program - Presentation

Synopsis

Recreation and Parks Commission Regular Meeting
Tuesday, February 22, 2011

Commission agreed with staff's recommendation for residents of Angelo Drive and one resident of Chevy Chase Drive that would be affected, be balloted and asked to support the removal and replacement of Ficus trees on the south side of Angelo Drive. More than 50% of the residents impacted must respond to the ballot.

Staff provided a copy of the correspondence sent to all known addresses on Lasky Drive regarding the City's intent to complete the final phase of Ficus tree removals and replacements on the street.

Community Services Assistant Director, Nancy Hunt-Coffey gave a detailed PowerPoint presentation on the Library's CIP Improvements.

Director of Community Services provided the Commission with updates on the following Capital Improvement programs which included: Greystone Mansion HVAC System; Gateway Signage Project; Roxbury Community Center.

Director of Community Services provided the Commission with updates on the following: Catering Services RFP; Concours d'Elegance; Luxe Showcase Home; The Quimby Act; Beverly Hills Tennis – Tournament; Father Daughter Dance 2011; Event Calendar; Calendar 2011 Meeting Dates.

4. Angelo Drive Ficus Street Tree Master Plan Update

5. Lasky Drive Ficus Street Tree Master Plan - Update

6. Library CIP Improvements - Presentation

7. CIP – Report

8. Director's Report

UNFINISHED BUSINESS/COMMENTS BY COMMISSIONERS INCLUDING TOPICS FOR FUTURE AGENDAS

AD Hoc/CHAIRPERSON REPORTS

- a. City Council Liaison/Mayor's Cabinet – Chairperson Block gave a detailed report of the Mayor's Cabinet.
- b. Beverly Canon Gardens (Block/Rothner)
Brief discussion of a proposed coffee and snacks cart for Beverly Canon Gardens

9. Commission Ad Hoc Reports

Synopsis
Recreation and Parks Commission Regular Meeting
Tuesday, February 22, 2011

- c. Farmers' Market (Rothner/Anderson)
Favorable report from the Market
- d. Fine Arts (Rothner/Gersh)
No discussion
- e. Gateway Signage Project (Block/Anderson)
Discussed Tab #7
- f. Gifting Concept (Gold/Anderson)
Suggestion made to communicate opportunities for individuals to donate stocks to the City.
- g. Greystone Park (Gersh/Anderson)
No discussion
- h. Master Plan for La Cienega and Roxbury (Block/ Gold) – Discussed tab #7
- i. Seniors/Volunteers (Gold/Gersh) – Tab #3
Senior Valentine's Dance was a success
- j. Special Events/Concert Series (Rothner/Gersh) – No discussion
- k. Sports (Block/Gold) – a sports meeting took place to address comments made under Oral Communication at the January 25th Commission meeting.
- l. Street Tree Master Plan (Gold/Anderson)
Discussed Tab 4 & 5
- m. Teens (Rothner/Gersh) – Commissioner Gersh gave a detailed report, sharing the success of the recent Teen Dance and noted was the upcoming Teen Leadership Day on March 21, 2011.

The meeting was adjourned at 4:48 p.m.

ADJOURNMENT

CITY OF BEVERLY HILLS
City Hall Room 280-A
455 N. Rexford Drive
SYNOPSIS

HEALTH AND SAFETY COMMISSION REGULAR MEETING

February 28, 2011

4:00 p.m.

The meeting was called to order at 4:10 p.m.

A. ROLL CALL

Commissioners Present: Aronberg, Millan, Kopeikin, Seidel, Setian, Chair Landau, Vice Chair Judelson

Commissioners Absent: None

Staff: P. Mottice Muller, K. Ryan

B. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Commissioner Setian.

C. COMMISSION MINUTES

Consideration of minutes of January 24, 2011.

MOVED by Aronberg, SECONDED by Kopeikin to approve the minutes of the meeting on January 24, 2011 (7/0)

Ayes: Aronberg, Millan, Kopeikin, Seidel, Setian, Landau, Judelson

Noes: None

Absent: None

CARRIED.

D. ORAL COMMUNICATIONS FROM THE AUDIENCE

None.

E. REPORT FROM THE CHAIRPERSON

MAYOR'S CABINET MEETING – FEBRUARY 9, 2011.

Chair Landau reviewed the items which were discussed by the other Commission Chairs at the Mayor's Cabinet Meeting.

OTHER ITEMS OF INTEREST

Chair Landau reported on the "ARKstorm" Seminar which he attended on Friday, February 25th given by Dr. Lucy Jones.

F. DIRECTOR'S REPORT

REPORT FROM MYRA LURIE, BEVERLY HILLS SCHOOL DISTRICT BOARD MEMBER
Ms. Lurie reported recent health and safety related items pertaining to the schools.

INFORMATION ONLY- no comment

- a) BHUSD FAC Meeting Minutes – December 15, 2010
- b) BHUSD FAC Meeting Minutes – January 13, 2011
- c) BHUSD FAC Meeting Minutes – January 27, 2011
- d) CPR Newsletter - February 2011
- e) Commission Calendar

G. NEW BUSINESS

1. UPDATE OF SERVICES FOR LA COUNTY WEST VECTOR & VECTOR-BORNE DISEASE CONTROL DISTRICT

Bill DiSalvo, Trustee for the City of Beverly Hills, of LA County Vector Control spoke briefly to the Commission, reviewing the services that Vector provides, and explaining some of the insect problems that occur here in the city.

2. FACILITIES ADVISORY COMMITTEE LIAISON APPOINTMENT

Commissioner Seidel, who has been serving as the Commission's liaison to the School District's Facilities Advisory Committee, can no longer attend the meetings.

As no other commissioners volunteered to serve as liaison, Chair Landau will attend the meetings, and the Commission will consider rotating this position at another time.

3. NEIGHBORHOOD WATCH BLOCK PARTY DISCUSSION

Commissioners engaged in a discussion about the Neighborhood Watch Block Party which took place on February 12th. The details of this discussion will be provided to Officer Don Chase to take into consideration for the upcoming Neighborhood Watch events. Commissioners agreed that the event was a success.

4. HEALTH AND SAFETY AWARDS

Director Mottice Muller informed the Commission that the winners of the Beverly Hills Community Health and Safety Awards will be recognized at a City Council meeting in May.

5. AM RADIO

Director Mottice Muller requested the Commission's support and input on the use of the City's AM 1500 radio station. Commissioners stated that the radio station has been underutilized in recent years, and could be put to better use on a regular basis. They agreed it is a very valuable tool to use before, during and after a disaster.

Commissioner Judelson suggested announcing street closures, traffic reports and traffic delays on the station.

6. LA MARATHON PLANNING – MARCH 20, 2011

Director Mottice Muller reviewed the date, time and street closures for the marathon. She also reminded Commissioners how they can sign up to volunteer at the event.

H. COMMENTS FROM COMMISSIONERS

- Commissioner Seidel noted that he had a traffic safety concern. Director Mottice Muller asked Commissioner Seidel to type up a description of this, and she will pass it along to the appropriate staff person.
- Commissioner Setian shared with the Commission an article in a newsletter about a "smokeless tobacco" product. He asked if the City's Tobacco Retailer ordinance covered the sale of such items to minors. Director Mottice Muller stated that she thought these items were addressed in the ordinance, but will research this and get back to the Commission.
- The remainder of the "Every 15 Minutes" video was viewed by Commissioners. Commissioner Setian reiterated the importance of this program to encourage students to make good decisions.
- Chair Landau informed the Commission that the next DUI checkpoint will take place on March 17th from 6:30 p.m. to 9:30 p.m. at La Cienega and Gregory.

I. ADJOURNMENT

There being no further business, Chair Landau, with the consent of the Commission, adjourned the meeting at 6:58 p.m.

**CITY OF BEVERLY HILLS
DESIGN REVIEW COMMISSION MEETING**

455 North Rexford Drive, Beverly Hills, CA 90210
Commission Meeting Room 280-A

**Thursday, March 3, 2011
1:00 p.m.**

SYNOPSIS

OPEN MEETING

ELECTION OF OFFICERS FOR 2011: (Chair and Vice-Chair)

Item Moved to end of Agenda.

ROLL CALL AT 1:12 PM

Commissioners Present: Commissioner Pepp, Commissioner Szabo, Vice Chair Gilbar and Chair Strauss.

Commissioners Absent: Commissioner Nathan (excused)

Staff Present: J. Lait, S. Rojemann and C. Bond (Community Development).

APPROVAL OF AGENDA

COMMUNICATIONS FROM THE AUDIENCE

- Members of the public may address the Commission*

COMMUNICATIONS FROM THE COMMISSION

- Report from Mayor's Cabinet Meeting

CONSIDERATION OF MINUTES

1. Minutes of the February 3, 2011 Meeting.

*Pepp/Szabo, 4-0.
Approved as Corrected.*

CONSENT ITEMS – PUBLIC HEARINGS

None.

CONTINUED ITEMS – PUBLIC HEARINGS

2. 601 North Crescent Drive (PL #102 0643)

Required revisions to a previously approved R-1 Design Review Permit to allow the construction of a new two-story single-family residence, located in the Central Area of the City, north of Santa Monica Boulevard at 601 North Crescent Drive.

Gilbar/Szabo, 4-0. That the resolution conditionally approving the R-1 Design Review Permit be adopted as corrected and amended.

3. 804 North Camden Drive (PL# 090 5850)

Required revisions to a previously approved R-1 Design Review Permit to allow the construction of a new two-story single-family residence, located in the Central Area of the City, north of Santa Monica Boulevard at 804 North Camden Drive.

Szabo/Strauss, 4-0. That the resolution conditionally approving the R-1 Design Review Permit be adopted as presented.

4. 724 North Elm Drive (PL# 103 8778)

A request for an R-1 Design Permit to allow a façade remodel of an existing two-story single-family residence, located in the Central Area of the City, north of Santa Monica Boulevard at 724 North Elm Drive.

Return for restudy by order of the Chair, 4-0.

5. 220 South Maple Drive (PL# 103 8705)

A request for an R-1 Design Review Permit to allow the construction of a new two-story single-family residence, located in the Central Area of the City, south of Santa Monica Boulevard at 220 South Maple Drive.

Pepp/Gilbar, 4-0. That the resolution conditionally approving the R-1 Design Review Permit be approved as corrected and amended.

NEW BUSINESS - PUBLIC HEARINGS

6. 706 Alpine Drive (PL# 110 1970)

A request for an R-1 Design Review Permit to allow the construction of a new two-story single-family residence with basement, located in the Central Area of the City, south of Santa Monica Boulevard at 706 Alpine Drive.

Return for restudy by order of the Chair, 4-0.

ELECTION OF OFFICERS FOR 2011: (Chair and Vice-Chair)

**Commissioner Pepp was unanimously elected as Vice Chair: Szabo/Strauss, 4-0.
Commissioner Szabo was unanimously elected as Chair: Strauss/Pepp, 4-0.**

COMMUNICATIONS FROM THE DESIGN REVIEW COMMISSION

- Meeting Recap Discussion
- Commissioner Pepp requested, at end of the next meeting, to discuss code issues and liaison meeting with representatives from City Council to discuss certain elements that need to be addressed.

No action was taken on this item.

COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT

- Design Awards Update
- Report from the City Planner
- Commissioner Training provided by Assistant City Attorney, Dave Snow

No action was taken on this item.

ADJOURNED AT 5:05 PM

A detailed Commission packet is available for review in the Library and the City Clerk's Office.



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CITY OF BEVERLY HILLS

**CITY HALL ROOM 280-A
455 N Rexford Drive
Beverly Hills, Ca 90210**

SYNOPSIS

TRAFFIC & PARKING COMMISSION REGULAR MEETING

March 3, 2011
9:00 a.m.

ROLL CALL – 9:03 a.m.

PRESENT: L.J. FRIEDMAN, LICHT, GRUSHCOW, STEINBERG, LEVINE, I.M. FRIEDMAN,
BRAUN

ABSENT:

STUDY SESSION – 9:03 a.m.

The Commission acknowledged Commissioner Joyce Braun for years of services to the City.

1. POLICE DEPARTMENT REPORT

PD provided a departmental activities update.

2. OLYMPIC/BEVERLY/BEVERWIL INTERSECTION

The Traffic & Parking Commission reviewed accident data and staff's proposal to pursue a capital improvement project to simplify the intersection. Staff has proposed funding in next year's capital improvement program for project design.

1. COMMISSION CHAIR REPORT

Mayor's Cabinet Meeting – February 9, 2011

Notes were included in the packet.

2. TRAFFIC ENGINEERING QUARTERLY REPORT

The report was included in the packet. Staff addressed Commission inquiries.

3. STAFF STATUS REPORT – 10:57 a.m.

Deputy of Transportation Aaron Kunz presented informational items to the Commission and addressed inquiries.

a. Bicycle Work Plan/Ad-hoc Committee

Staff is moving forward in addressing the bicycle work plan and is continually meeting with the ad hoc committee.

b. 2011 Traffic & Parking Commission (TPC)/Transportation Division Work Plan

Staff provided a spreadsheet in the packet.

c. February 11 City Council/Traffic & Parking Commission Liaison Notes

300 South Bedford issues were discussed as well as other Transportation concerns.

d. Correspondence

The Commission acknowledged correspondence and response letters provided in the packet.

e. Traffic & Parking Commission Project Matrix

The matrix was included in the packet.

COMMENTS FROM COMMISSIONERS (ORAL)

Staff will provide information to the Commission regarding the City's shuttle route at the next meeting.

Chair LEVINE recommended a presentation by Dr. Shoup in April.

ORAL COMMUNICATION FROM THE AUDIENCE – 9:35 a.m.

(Speakers wishing to address the Commission will be limited to three minutes.)

Mark Elliot addressed the Commission regarding the City's bike plan.

ACTION ITEMS – 9:35 a.m.

- 1. RECOMMENDATION TO PROCEED WITH A CITY-INITIATED MODIFICATION OF PREFERENTIAL PERMIT PARKING ZONE C ON THE 300 BLOCK OF SOUTH BEDFORD DRIVE**

This item is to initiate the process. The City Council liaisons requested the Traffic & Parking Commission to modify the permit zone for consistency with adjacent blocks in Zone C.

Public Comment:

Jake Manaster, resident, expressed that with a parking restriction that ends earlier than adjacent blocks, restaurant workers park on this block and return late at night, causing disruption to the neighborhood.

Motion by GRUSHCOW, seconded by BRAUN

7/0 To initiate a City-Initiated modification to Preferential Permit Zone C on the 300 block of S. Bedford Drive.

AYES: L.J. FRIEDMAN, LICHT, GRUSHCOW, STEINBERG, LEVINE, I.M. FRIEDMAN,
BRAUN

NOES:

ABSENT:

ABSTAIN:

CARRIED:

2. SMART TRAFFIC MANAGEMENT PRIORITIZATION OF TOPICS

The Traffic & Parking Commission asked to bring forward study of Olympic boulevard and Parking Wayfinding signs as part of the "Smart Traffic Management" program priority established by City Council.

3. CONSIDERATION OF THE FEBRUARY 3, 2010 REGULAR MEETING MINUTES

Amendment requested on Study Session item 2 "PD reported a red light enforcement operation will be held on *April 8, 2011*;" PD did not hold an enforcement operation on that date.

Motion by LICHT, seconded by STEINBERG

6/0 To approve minutes as amended.

AYES: L.J. FRIEDMAN, LICHT, GRUSHCOW, STEINBERG, LEVINE,
I.M. FRIEDMAN,

NOES:

ABSENT:

ABSTAIN: BRAUN

CARRIED:

ADJOURNMENT – 11:37 a.m.



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SYNOPSIS

CHARITABLE SOLICITATIONS COMMISSION Regular Meeting

**Wednesday, March 9, 2011
11:00 a.m**

**Room 280-A, Council Chamber, Beverly Hills City Hall
455 North Rexford Drive
Beverly Hills, California 90210**

ROLL CALL

All present

PUBLIC COMMENTS

None

CONSIDERATION OF MINUTES

Commissioner Kaye made a motion to approve the minutes. It was seconded by Commissioner Raffel, and it was passed unanimously.

OLD BUSINESS

I. Staff inquiry about contacting advertised fundraising events/planners to obtain permit.

~Staff was directed to continue contacting advertised fundraising event planner/organizations who do not have permits on file. ~

~Staff was also directed to change SAVE button on on-line application to read SUBMIT and/or add verbiage to web-side with more detailed directions for submission of form. ~

II. Staff note about hotels providing CSC Permit Application information

~Staff presented updated local hotel contact list with updated filing instructions. ~

No further comments

NEW BUSINESS

- I. General questions (comments) to Commissioners from Staff.

Staff announced that Secretary Ilene Knebel will be transferred to the Community Services Department/Recreation and Parks as of early April.

- II. Request within Normal Filing Period

1. (2011-28) Boys and Girls Club of America requested a permit to solicit via mail, phone, email and personal contact from April 1, 2011 through September 28, 2011. Dinner will take place at the JW Marriott Los Angeles at L.A. Live on October 20, 2011. * Raise funds for Boys & Girls Clubs of America.

*Estimated Gross: \$ 1,200,000 Previous Fundraising Event Gross: \$1,046,150.00
Estimated Expenses: \$ 200,000 Previous Fundraising Event Expenses: \$ 188,539.62*

*Applicant will request permit extension in August 2011.

Note: The above item is a 501(c (3) organization.

- III. Due to the 15-day Filing Period, the Following Permit Requests were approved:

1. (2011-27) CLARE Foundation requested a permit to solicit via mail, personal contact and email from March 1, 2011 through July 31, 2011. Art auction to take place at Bergamot Station Arts Center on June 12, 2011. Raise funds to support CLARE's programs which provide compassionate treatment and recovery services for alcoholism and substance abuse to individuals, families and the community.

*Estimated Gross: \$ 65,200 Previous Fundraising Event Gross: \$ 230,250
Estimated Expenses: \$ 31,915 Previous Fundraising Event Expenses: \$ 60,256*

2. (2011-29) Liberty Hill Foundation requested a permit to solicit via mail, email, ticket/sponsorship and silent auction from February 15, 2011 through June 30, 2011. Dinner to be held at the Beverly Hilton Hotel on May 11, 2011. Raise funds to support Liberty Hill's grant making programs and operations.

*Estimated Gross: \$ 550,000 Previous Fundraising Event Gross: \$ 393,063
Estimated Expenses: \$ 143,800 Previous Fundraising Event Expenses: \$ 147,062*

3. (2011-30) International Documentary Association requested a permit to solicit via web-site, email and personal contact from February 17, 2011 through February 26, 2011. Film screenings took place on February 26, 2011 at the WGA Theatre, Beverly Hills, California. Raise funds for the International Documentary Association.

*Estimated Gross: \$ 28,000 Previous Fundraising Event Gross: \$ 187,457
Estimated Expenses: \$ 11,435 Previous Fundraising Event Expenses: \$ 118,791*

4. (2011-31) Pacific Council requested a permit to solicit via mail, personal contact and telephone from February 17, 2011 through March 1, 2011. Dinner took place at the Beverly Wilshire Hotel on March 1, 2011. Raise funds to support the Pacific Council, a "think tank" based out of USC bringing world leaders together to discuss world policy.

Estimated Gross: \$ 1,000,000 *Previous Fundraising Event Gross:* \$ 400,000
Estimated Expenses: \$ 150,000 *Previous Fundraising Event Expenses:* \$ 150,000

5. (2011-32) United Friends of the Children requested a permit to solicit via mail from February 27, 2011 through June 2, 2011. Dinner to be held at the Beverly Hilton Hotel on June 2, 2011. Raise funds for United Friends of the Children who help foster youth to graduate high school, attend and graduate college, find a job and a place to live, and develop the skills to become successful, independent adults.

Estimated Gross: \$ 1,500,000 *Previous Fundraising Event Gross:* \$ 215,762
Estimated Expenses: \$ 200,000 *Previous Fundraising Event Expenses:* \$ 62,700

6. (2011-33) Motion Picture & Television Fund requested a permit to solicit via advertisement, mail, phone and personal contact from February 26, 2011 through March 15, 2011. Party took place at the Beverly Hills Hotel on February 26, 2011. Raise funds to benefit the MPTF's program and services for members of the entertainment community.

Estimated Gross: \$ 6,000,000 *Previous Fundraising Event Gross:* \$ 5,700,000
Estimated Expenses: \$ 1,000,000 *Previous Fundraising Event Expenses:* \$ 1,000,000

7. (2011-34) Beyond Shelter requested a permit to solicit via mailed invitations, email and personal contact from February 22, 2011 through June 12, 2011. Brunch to take place at The Mark for Events on June 12, 2011. Raise funds for Beyond Shelter, assisting homeless families with children move into permanent housing and then provide a case management to help the families rebuild their lives.

Estimated Gross: \$ 250,000 *Previous Fundraising Event Gross:* \$ N/A
Estimated Expenses: \$ 45,000 *Previous Fundraising Event Expenses:* \$ N/A

8. (2011-35) Israeli Leadership Council requested a permit to solicit via mail, email and personal contact from February 22, 2011 through April 20, 2011. Dinner to be held at the Beverly Hilton Hotel on March 20, 2011. Raise funds for the Israeli Leadership Council, saluting Israel and honoring Ambassador Michael Oren and Lt. General Gabi Ashkenazi

Estimated Gross: \$ 630,000 *Previous Fundraising Event Gross:* \$ 631,000
Estimated Expenses: \$ 280,000 *Previous Fundraising Event Expenses:* \$ 286,645

9. (2011-36) Vintage Hollywood Foundation requested a permit to solicit via mail and email from March 5, 2011 through June 12, 2011. Wine & food tasting to take place at 690 Chautauqua Blvd., Los Angeles, on June 10 & June 11, 2011. Raise funds for Vintage Hollywood Foundation, which promotes and supports charitable organizations that work to improve the health and well-being of Southern California's diverse community.

Estimated Gross: \$ 250,000 *Previous Fundraising Event Gross:* \$ 56,100
Estimated Expenses: \$ 75,000 *Previous Fundraising Event Expenses:* \$ 55,277

10. (2011-37) A Place Called Home requested a permit to solicit via mail, email, phone and personal contact from March 1, 2011 through May 19, 2011. Luncheon to be held at the Beverly Hills Hotel on May 19, 2011. Raise funds for A Place Called Home, providing training and educational programs to inner-city youth.

Estimated Gross: \$ 175,000 *Previous Fundraising Event Gross:* \$ 180,808
Estimated Expenses: \$ 70,000 *Previous Fundraising Event Expenses:* \$ 70,874

11. (2011-38) Healing Arts Reaching Kids (HARK) requested a permit to solicit via personal contact from February 24, 2011 through March 13, 2011. "Woofstock" festival to take place at Roxbury Park in Beverly Hills on March 13, 2011. Raise funds for the art program at Children's Hospital, Los Angeles.

<i>Estimated Gross:</i>	\$ 2,000	<i>Previous Fundraising Event Gross:</i>	\$ 1,680
<i>Estimated Expenses:</i>	\$ 0	<i>Previous Fundraising Event Expenses:</i>	\$ 200

12. (2011-39) Healing Arts Reaching Kids (HARK) requested a permit to solicit via personal contact from February 24, 2011 through May 22, 2011. "Affaire in the Garden" art show to take place at Beverly Hills Parkway in Beverly Hills on May 22, 2011. Raise funds for the art program at Children's Hospital, Los Angeles.

<i>Estimated Gross:</i>	\$ 2,000	<i>Previous Fundraising Event Gross:</i>	\$ 1,680
<i>Estimated Expenses:</i>	\$ 0	<i>Previous Fundraising Event Expenses:</i>	\$ 200

13. (2011-40) Jewish Free Loan Association requested a permit to solicit via mail and phone from March 1, 2011 through August 31, 2011. Dinner to be held at the Beverly Hills Hotel on June 2, 2011. Raise funds for the operating expenses of JFLA, a non-profit agency offering assistance to people of all faiths facing financial challenges.

<i>Estimated Gross:</i>	\$ 250,000	<i>Previous Fundraising Event Gross:</i>	\$ 224,363
<i>Estimated Expenses:</i>	\$ 70,000	<i>Previous Fundraising Event Expenses:</i>	\$ 72,159

14. (2011-41) Jewish National Fund requested a permit to solicit via mail, email, phone and personal contact from March 4, 2011 through April 7, 2011. Dinner to be held at the Beverly Hills Hotel on April 7, 2011. Raise funds for the JNF, who improves the quality of life for those living in Israel. This year the funds will specifically benefit the construction of the Be'er Sheva Amphitheatre, bringing world-class entertainment to the region.

<i>Estimated Gross:</i>	\$ 500,000	<i>Previous Fundraising Event Gross:</i>	\$ 455,000
<i>Estimated Expenses:</i>	\$ 152,000	<i>Previous Fundraising Event Expenses:</i>	\$ 105,369

15. (2011-42) Big Brothers Big Sisters of Greater Los Angeles requested a permit to solicit via mail, phone and personal contact from February 17, 2011 through March 25, 2011. Accessories for Success luncheon to be held at the Beverly Hills Hotel on March 25, 2011. Raise funds to support the mission of empowering our City's at-risk youth to achieve their full potential by individually matching them with responsible volunteers from the community.

<i>Estimated Gross:</i>	\$ 130,920.03	<i>Previous Fundraising Event Gross:</i>	\$ 189,158.62
<i>Estimated Expenses:</i>	\$ 43,920.03	<i>Previous Fundraising Event Expenses:</i>	\$ 63,415.05

16. (2011-43) Beverly Hills Fireman's Association requested a permit to solicit via mail, phone and personal contact from March 2, 2011 through June 14, 2011. Dinner and live auction to be held at the Beverly Hills Hotel on June 14, 2011. Raise funds for the Beverly Hills Fireman's Medical Trust Fund.

<i>Estimated Gross:</i>	\$ 475,000	<i>Previous Fundraising Event Gross:</i>	\$ 512,110.98
<i>Estimated Expenses:</i>	\$ 160,000	<i>Previous Fundraising Event Expenses:</i>	\$ 208,007.85

17. (2011-44) Corner Christian Baptist Church requested a permit to solicit via personal contact from March 1, 2011 through May 29, 2011. Mission trip will be conducted in the Philippines from May 29, 2011 through June 13, 2011. Funds raised will support churches in Philippines with basic medical, dental and nutritional needs.

<i>Estimated Gross:</i>	\$ 2,000	<i>Previous Fundraising Event Gross:</i>	\$ 1 st time event
<i>Estimated Expenses:</i>	\$ 0	<i>Previous Fundraising Event Expenses:</i>	\$ 1 st time event

18. (2011-45) Catholic Charities of Los Angeles, Inc., DBA Good Shepherd Center for Homeless Women and Children requested a permit to solicit via mail, phone and personal contact. Dinner, auction and opportunity drawing will be held at the Beverly Hills Hotel on May 12, 2011. Raise funds to help pay for expenses associated with providing food, shelter and supportive services to homeless women and children.

<i>Estimated Gross:</i>	\$ 500,000	<i>Previous Fundraising Event Gross:</i>	\$ 281,004
<i>Estimated Expenses:</i>	\$ 66,768	<i>Previous Fundraising Event Expenses:</i>	\$ 79,556

Note: All the above items are 501(c)(3) organizations.

Commissioner Roston made a motion to approve the above items. (II & III) It was seconded by Commissioner Block, and it was passed unanimously.

IV. Financial Statements (FS) of Completed Events for Review.

- (2009-29) American Heart Association – Response to request for Outstanding Pledges
- (2009-67) Los Angeles Regional Foodbank – Response to request for Outstanding Pledges
- (2009-73) The Heart Foundation – Response to request for Outstanding Pledges
- (2009-71) Simon Wiesenthal Center – Response to request for Outstanding Pledges
- (2009-99) Covenant House – Response to request for Outstanding Pledges
- (2009-195) Girls' Inc – Response to request for Outstanding Pledges
- (2010-1) Vietnam Veterans of America – Commission asked Staff to review application to assess if permit is required...- *From Commander Goldman* - "With respect to the question of whether or not solicitation for clothing donations and the like require a permit, I interpret the specific reference of "funds" within the BHMC below to mean only monetary solicitations require a permit."

4-3-804: APPLICATIONS:

- Applications for a charitable solicitation permit shall be filed with the city a minimum of fifteen (15) days prior to the date the proposed solicitation is to commence. Each application shall indicate whether the proposed solicitation is an event or a monetary drive.
 - The application shall be accompanied by a financial statement of the applicant for the previous such solicitation conducted within Beverly Hills by the applicant, setting forth the funds collected for charitable purposes by the applicant, and stating the amount raised through solicitations together with the cost of raising such amount and the final distribution thereof; and an authorization for city inspection of the applicant's financial records and files.
- (2010-06) City of Hope Sportsmen's Club #0039 – 50% notification made 02/17/11
 - (2010-36) Cal Farley's Boys Ranch

10. (2010-92) 100 Black Men of Los Angeles – Email from organization
11. (2010-106) National Charity League Inc., SFV Chapter
12. (2010-111) Cedars-Sinai Medical Center – Stem Cell Research Center – Response to request for FS
13. (2010-127) City of Hope Apparel Industries Group #0031
14. (2010-141) CLARE Foundation – Response to request for FS
15. (2010-156) Coalition for At Risk Youth (CARRY) - *Note: Send 50% letter regarding net proceed is less than 50% of the gross receipts*
16. (2010-157) Childhelp – Response to request for FS
17. (2010-163) The Caucus for Producers, Writers and Directors–Response to request for FS – *Note: Send letter clarifying distribution of funds*
18. (2010-168) Hawthorne PTA – Response to request for FS
19. (2010-169) Girl's Inc – Response to request for Outstanding Pledges
20. (2010-171) Jewish Vocational Service
21. (2010-179) The Maple Counseling Center
22. (2010-181) Pepperdine University
23. (2010-187) Beverly Hills Meals on Wheels - *Note: Send 50% letter regarding net proceed is less than 50% of the gross receipts*

Commissioner Block made a motion to approve the above items. (IV) It was seconded by Commissioner Roston, and it was passed unanimously.

- V. Review 2008, 2009, 2010 & 2011 Financial Statement logs (distributed via email & hard copy in CSC packets delivered to Commissioners)

Commissioners requested that 2008 logs not be emailed any further. Other logs will be emailed prior to each meeting. Hard copies of 2009, 2010 & 2011 logs will only be included in packets quarterly. (January/March/June/September)

LIST OF ORGANIZATIONS THAT FAIL TO FILE FINANCIAL STATEMENT WITHIN SIX/THREE MONTHS AFTER THE PERMIT EXPIRATION DATE.

1. (09-95) National Coalition of Professionals Against Crime
Permit expired 05/14/2010
2. (08-187) American Friends for Meir Panim – Care for Israel
Permit expired 11/15/08
3. (07-187) Julien's Auctions
Permit expired 01/31/08
4. (07-177) GLASS Youth & Family Services
Permit expired 10/28/07
5. (07-8) United States Mission
Permit expired 05/01/07
6. (06-63) Children's Cancer Research Fund
Permit expired 04/30/06
7. (06-36) Maternal Fetal Care International: MFCI
Permit expired 03/11/06

LIST OF ORGANIZATIONS THAT HAVE NET PROCEEDS LESS THAN 50% OF TOTAL RECEIPTS FROM THEIR CHARITABLE EVENTS

1. (03-44) Beverly Hills Bar Association
Event date 05/04/03
2. (04-57) Beverly Hills Bar Association
Event date 06/13/04
3. (05-70) Beverly Hills Bar Association
Event date 06/12/05
4. (06-83) Beverly Hills Bar Association
Event date 05/07/06
5. (07-87) Beverly Hills Bar Association
Event date 06/03/07
6. (08-81) Beverly Hills Bar Association
Event date 05/04/08
7. (09-83) Beverly Hills Bar Association
Event date 05/03/09
8. (2010-75) Beverly Hills Bar Association
Event date 06/06/2010
9. (03-72) Los Angeles County Police Canine Association
Event date 10/19/03
10. (05-168)(05-168A) Los Angeles County Police Canine Association
Event date 05/06/06
11. (07-88)(07-88A) Los Angeles County Police Canine Association
Event date 08/11/07
12. (03-171) Advertising Industry Emergency Fund
Event date 11/13/03
13. (04-170) Advertising Industry Emergency Fund
Event date 11/19/04
14. (05-146) Advertising Industry Emergency Fund
Event date 11/17/05
15. (2010-102) Advertising Industry Emergency Fund
Event date 11/12/2010
16. (04-192) Iranian American Parents Association
Event date 03/14/05

17. (09-83) Iranian American Parents Association
Event date 05/03/2009
18. (05-162) International Committee of the L.A. Philharmonic Association
Event date 03/25/06
19. (05-167) American Friend of Hazon Yeshaya Soup Kitchen
Event date 12/13/06
20. (06-12) Style for Smiles Foundation
Event date 02/28/06
21. (06-14) The Neuropathy Association
Event date 04/03/06
22. (06-29) Writers Guild Foundation
Event date 03/18/06 & 03/19/06
23. (06-157) Operation of Hope
Event date 11/19/06
24. (06-195) Heal Breast Cancer Foundation
Event date 02/22/07
25. (08-72) Friendly Hand Foundation
Event date 05/18/08
26. (09-68) Friendly Hand Foundation
Event date 05/17/09
27. (07-17) Sandpipers
Event date 03/18/07
28. (07-39)(07-39A) Cedars-Sinai Medical Center/NICU
Event date 04/22/07
29. (07-96) Muscular Dystrophy Association
Event date 07/26/07
30. (07-102) National Coalition of Professionals against Crime
Event date 07/02-09/29/07
31. (07-106)(07-106A) Cedars-Sinai Medical Center/Research & Clinical Treatment Programs
Event date 11/15/07
32. (07-109)(07-109A) California Society of CPAs
Event date 11/18/07
33. (08-143) California Society of CPAs
Event date 11/16/08
34. (09-132)(09-132A) California Society of CPAs
Event date 11/22/09

35. (07-113) Motion Picture & Television Fund Foundation
Event date 08/11/07
36. (07-114) LA Stars/Baron Davis Foundation c/o Life Sports Management
Event date 08/04/07
37. (07-126) Real Medicine Foundation
Event date 08/16/07
38. (07-170) Jewelers 24K Karat Club of Southern California
Event date 10/20/07
39. (07-173) NARSAD: The Mental Health Research Association
Event date 12/03/07
40. (07-175) Friends of Sheba Medical Center
Event date 03/16/08
41. (07-184) Childhelp-Buena Ventura Chapter
Event date 12/02/07
42. (08-91) Friends of Greystone
Event date 06/21/08
43. (2010-58) Friends of Greystone
Event date 04/11/2010
44. (2010-93) Friends of Greystone
Event date 07/24/2010
45. (08-104) Beverly Vista School
Event date 07/08/08-07/01/09
46. (08-110) Beverly Hills Education Foundation
Event date 09/14/08
47. (08-124) Cedars-Sinai Medical Center-Maxine Dunitz Neurosurgical Institute
Event date 08/25/08
48. (08-128) Israel Cancer Research Fund
Event date 08/13/08
49. (08-134) The Junior League of Los Angeles
Event date 11/09/08
50. (08-136) International Women's Media Foundation
Event date 10/16/08
51. (08-137) John Wayne Cancer Institute Auxiliary
Event date 10/21/08
52. (09-163) John Wayne Cancer Institute Auxiliary
Event date 10/29/09

53. (08-144) Vistas for Children Inc.
Event date 11/09/08
54. (09-156) Vistas for Children Inc.
Event date 11/08/09
55. (08-146) Habitat for Humanity of Greater Los Angeles
Event date 10/01/08
56. (08-151) Hollywood NOTE Foundation
Event date 09/09/08
57. (09-88) Hollywood NOTE Foundation
Event date 05/31/09
58. (08-186) Asthma & Allergy Foundation of America – California Chapter
Event date 11/18/08
59. (08-190) Cerebral Palsy International Research Foundation
Event date 12/03/08
60. (08-198) National Charity League
Event date 02/12/09
61. (09-14A) Jewish Big Brothers Big Sister
Event date 10/06/09
62. (2010-73) Jewish Big Brothers Big Sister
Event date 10/21/2010
63. (09-30) Vahagn Setian Charitable Foundation
Event date 05/03/09
64. (09-38) Cedars-Sinai Medical Center – Pediatric Inflammatory Bowel Disease Center
Event date 06/14/09
65. (09-52) CLARE Foundation, Inc.
Event date 06/07/09
66. (09-180) CLARE Foundation, Inc.
Event date 07/01/2009-06/30/2010
67. (2010-60) CLARE Foundation, Inc.
Event date 06/13/2010
68. (09-96) Special Needs Network, Inc.
Event date 05/17/09
69. (09-102) Beverly Hills Little League
Event date 06/06/09
70. (09-114) American Friends of the Israel Philharmonic Orchestra
Event date 07/28/09

71. (09-116) Cedars-Sinai Medical Center Sports Spectacular
Event date 06/07/09
72. (09-118) United Friends of the Children
Event date 10/05/09
73. (09-141) Girl Scouts of Greater Los Angeles – Southwest Region
Event date 10/24/09
74. (09-149) Southern California Minority Business Development Council, Inc.
Event date 10/16/09
75. (2010-90) Southern California Minority Business Development Council, Inc.
Event date 10/15/2010
76. (09-149) The Kings College & Seminary
Event date 10/07/09
77. (09-150) Janie Bradford Hal Scholarship Fund Inc. (Heroes and Legends)
Event date 09/27/09
78. (09-156) Vistas For Children
Event date 11/08/09
79. (09-177) National Charity League, Inc. San Fernando Valley Chapter
Event date 11/28/09
80. (09-190) Pepperdine University
Event date 10/22/09
81. (09-193) Pen Center USA West
Event date 12/02/09
82. (09-195) Girls Incorporated
Event date 11/16/09
83. (09-XXX) 100 Black Men of Los Angeles, Inc. – Application was received after the event, no permit was issued.
Event date 10/16/2009
84. (2010-92) 100 Black Men of Los Angeles, Inc.
Event date 10/15/2010
85. (2010-6) City of Hope Sportsmen's Club #0039
Event date 11/20/10
86. (2010-17) Pepperdine University School of Law
Event date 03/06/2010
87. (2010-28) Beverly Hills CPR
Event date 02/26/2010-05/28/2010
88. (2010-47) The Neuromuscular Disease Foundation
Event date 03/20/2010

- 89. (2010-58) Friends of Greystone
Event date 04/11/2010
- 90. (2010-93) Friends of Greystone
Event date 07/24/2010
- 91. (2010-73) Jewish Big Brothers/Big Sisters
Event date 10/07/10
- 92. (2010-90) Southern California Minority Business Development Council
Event date 10/15/10
- 93. (2010-128) The Jeffrey Foundation
Event date 09/25/2010
- 94. (2010-145) Citizenship Education Fund
Event date 10/07/2010

COMPLIANCE ORDER LOG

Permit No.	Applicant	Event Date	Permit Expiration Date	Fail to File Date	Compliance Order Sent Date	Date of Receipt of FS	Comments
09-95	National Coalition of Professionals Against Crime Inc.	05/15/2009-05/14/2010	05/14/2010	08/12/2010	12/06/2010		(**)

(**)Notified Code Enforcement on 01/07/11 to take action. Nestor spoke w/Mr. Saleem 01/11/11.

Staff made another phone call on 03/03/11. No response

Staff will continue attempts to get Financial Statement submitted for above organization.

COMMISSIONER'S COMMENTS/REPORT

Commissioner Henning briefed the Commission on the March 9, 2011, Mayor's Cabinet Meeting.

ADJOURNMENT

Chair adjourned meeting at 11:42 a.m.



CITY OF BEVERLY HILLS
455. N. Rexford Drive
Beverly Hills, California 90210

PLANNING COMMISSION
MEETING ACTION MINUTES
March 10, 2011
1:30 PM

MEETING CALLED TO ORDER

Date / Time: March 10, 2011/ 1:35 PM

ROLL CALL

Commissioners Present: Rosenstein, Cole, Vice Chair Corman, and Chair Yukelson.

Commissioners Absent: Commissioner Bosse.

Staff Present: Jon Lait, Dorina Mohan, David Snow (City Attorney's Office).

APPROVAL OF AGENDA

Action: Approved by Order of Chair.

COMMUNICATIONS FROM THE AUDIENCE

- Speakers:
1. Michael Elsenberg expressed his concerns about the affects the Tower Lane project in the City of Los Angeles would have on the 34 residents of Beverly Hills near the construction site.
 2. Stuart Ketchum articulated his concerns about the traffic impacts the residents would have to endure during the construction of the project.
 3. Joanne Sackheim also expressed her concerned about how the use of Beverly Hills streets as the hauling route would affect her and her neighbors.
 4. Murray Fischer also spoke in opposition of the use of Beverly Hills City streets for the hauling route for the project.

1. Ordinance Amendment

Ordinance amendment clarifying the time during which the recipient of a planned development or subdivision map approval must exercise the approval rights and consideration of a resolution recommending that the City Council adopt an ordinance amending the Municipal Code to clarify terms of validity for planned development and subdivision map approvals.

Planner: David Snow, Assistant City Attorney

Applicant: City of Beverly Hills

Public Input: Murray Fischer spoke in support of the amendment to the ordinance.

Motion: Motion by Vice-Chair Corman; seconded by Chair Yukelson.
Action: Continued the hearing to the meeting of March 24, 2011. 4-0.

SUBCOMMITTEE REPORTS

Consideration and/or establish of new policy or project-related Planning Commission subcommittees and reports from existing subcommittees.

- a) 9230 Wilshire Boulevard – Lexus Dealership (Bosse/Furie)
- b) Other contemplated subcommittees

Action: No Discussion on subcommittees.

COMMUNICATIONS FROM THE COMMISSION

Chair Yukelson reported on the Mayor's Cabinet Meeting. He announced that Donald Shoup would be making a presentation at the April 7th Traffic and Parking Commission Meeting and invited the Commission to attend. He also reminded the Commission and the public of Woofstock taking place on Sunday, March 13th.

COMMUNICATIONS FROM THE CITY PLANNER

- o 9231 Olympic Boulevard (former Ford Dealership)
- o Budget and Planning Division work plan update
- o Update on the City's effort on the Bicycle Master Plan
- o Update on residential project on Tower Lane in the City of Los Angeles
- o Update on Medical project located at 9130 Olympic Boulevard in the City of Beverly Hills
- o Commissioner training on Conflict of Interest, Brown Act and other legal topics provide by Assistant City Attorney, David Snow, AICP

Action: The Commission received and filed the reports.

2. Upcoming Meeting Schedule

Action: Received and filed.

3. Active Case List

Action: Received and filed.

MEETING ADJOURNED

Date / Time: March 10, 2011 / 6:00 PM

PASSED AND APPROVED THIS 24TH DAY OF MARCH, 2011.

Daniel Yukelson, Chair

**

A detailed Commission packet is available for review in the Library and Planning Department.

In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the Planning Department at 310-285-1141. Please notify the Planning Department at least seventy-two hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility. Council Chambers / Meeting Rooms are equipped with audio equipment for the hearing impaired, and are wheelchair accessible.

Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the Architectural Commission action by filing a written appeal with the City Clerk. Appeal forms are available in the City Clerk's office. (Note: Appeal Fee Required.)

SYNOPSIS

CITY OF BEVERLY HILLS ARCHITECTURAL COMMISSION MEETING

455 North Rexford Drive, Beverly Hills, CA 90210

City Council Chambers

Commission Meeting Room 280-A

Wednesday, March 16, 2011

1:00 p.m.

OPEN MEETING

ROLL CALL

Present: Commissioners Gardner-Apatow, Blakeley, Bernstein, Rubins, Meyer (*arrived @ 1:15 pm*), Vice Chair Rennett and Chair Cohen.

Absent: None.

APPROVAL OF AGENDA

COMMUNICATIONS FROM THE AUDIENCE

- Members of the public may address the Commission*

COMMUNICATIONS FROM THE COMMISSION

- Chair's Report from Mayor's Cabinet Meeting

CONSIDERATION OF MINUTES

1. Meeting of February 16, 2011

Rennett-Rubins/6-0
Approved as Amended

CONSENT ITEMS – PUBLIC HEARINGS

(Commission Meyer arrived to the meeting.)

(Taken Out of Order)

3. **462 SOUTH REXFORD CONDOMINIUMS**
462 South Rexford Drive
Time extension request
(PL 110 3720)

Rubins-Bernstein/7-0
Approved as Presented

NEW BUSINESS - PUBLIC HEARINGS

4. **ERBE MATTE RESTAURANT**
338 North Canon Drive
Façade remodel, business identification signs and outdoor dining elements
(PL 110 3004)

Rennett-Cohen/7-0
Approved with Conditions

7. **PRETTY BALLERINAS**
371 North Camden Drive
Façade remodel and business identification sign
(PL 110 2228)

Rennett-Blakeley/7-0
Return for Restudy

(Vice Chair Rennett recused himself from the following item)

8. **450-460 NORTH PALM DRIVE**
450-460 North Palm Drive
New 5-story multi-family residential building
(PL 110 2683)

Rubins-Cohen/6-0
Return for Restudy

(Vice Chair Rennett rejoined the meeting)

9. **FERRARINI**
9626 Brighton Way
Façade remodel and business identification sign
(PL 110 3692)

Rennett-Bernstein/7-0
Return for Restudy

10. **CORNEA EYE INSTITUTE**
50 North La Cienega Boulevard
Building identification sign
(PL 110 1019)

Rubins-Cohen/6-1 (Blakeley)
Approved with Conditions

6. **BARBARA BUI**
405 North Rodeo Drive
Façade remodel and sign accommodation
(PL 110 3222)

Meyer-Cohen/7-0
Approved as Presented

5. **GUCCI**
347 North Rodeo Drive
Barricade mural and signs, façade remodel and sign accommodation
(PL 110 3066)

Barricade
Cohen-Rubins/7-0
Approved with Conditions

Architectural
Cohen-Blakeley/7-0
Approved with Conditions

CONTINUED ITEMS – PUBLIC HEARINGS

2. **9800 WILSHIRE BOULEVARD**
9800 Wilshire Boulevard
Façade remodel, building identification sign and business identification signs
(PL 103 9867)

Cohen-Rubins/6-1 (Meyer)
Approved with Conditions

(Returned to Order)

NEW BUSINESS - PUBLIC HEARINGS

11. **BOUCHON RESTAURANT**
235 North Canon Drive
Amendment to the Unified Sign Program
(PL110 2304)

Cohen-Bernstein/4-3 (Blakeley, Meyer, Rennett)
Approved as Presented

COMMUNICATIONS FROM THE ARCHITECTURAL COMMISSION

- Meeting Recap Discussion
- AC Design Award Discussion

No action taken on this item.

COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT

- Report from the City Planner
- Commissioner Training provided by Assistant City Attorney, Dave Snow

No action taken on this item.

ADJOURNMENT

THE MEETING WAS ADJOURNED AT 6:38 PM

*** GUIDE FOR PERSONS INTENDING TO SPEAK**

This guide has been prepared as an aid so that you will be able to express your opinions briefly and clearly before the Commission and thus increase the effectiveness of your presentation. **Remarks are limited to 3 minutes unless extended by the Commission.**

1. State your Name and Address.
2. Organization you represent if any.
3. Your Statement should include all pertinent facts within your knowledge. It is important to discuss only those matters relating to the hearing and to tie your discussion of the facts directly to the decision you wish the Commission to reach.

Written Testimony

In order to have written material included in the Architectural Commissioner's mailed Agenda Packet, **10** copies of the material must be delivered to the Planning office no later than 11 calendar days before the date of the Architectural Commission Hearing. Written material (**10** copies) that is presented to the Architectural Commission after this date and up to 1:00 p.m. the day of the Architectural Commission Hearing, will be included in the Commissioners' Agenda folder, but may not be reviewed by individual Commissioners due to the amount of material that the Commissioners have to review for the Agenda.



FINE ART COMMISSION
REGULAR MEETING
SYNOPSIS

Thursday, March 17, 2011 4:00 p.m.
455 N. Rexford Drive / Beverly Hills, CA 90210
CONFERENCE ROOM 280-A CITY HALL

Meeting was called to order at 4:04 PM.
ROLL CALL

Present: Commissioners Shepard, Potter, Pressman, Vice Chair Smooke, Chair Friedman
Absent: Chalom

1. COMMISSION MINUTES

Minutes of February 17, 2011 approved with three corrections.

REPORT BY CHAIR

Vice Chair Smooke reported on the Mayor's Cabinet Meeting for March 9, 2011.

2. REPORT BY FINE ART COMMISSION STAFF LIAISON

Staff reported on the status of the Public Art iPhone App project. The latitude and longitude of the public art pieces selected for the initial roll-out of this project have been taken, recorded and passed on to IT. The Commissioners will write the narrative to be included with each piece prior to the application being activated. Staff is hoping the system will be fully functioning by the May 21th & 22st Affaire in the Garden Art Show. *** Staff produced a series of photos showing the approximate impact of the cable fencing system that is being proposed to protect Kusama's *Hymn of Life: Tulips* sculpture in Beverly Garden's Park. *** Chair Freidman and City Staff visited the 9378 Wilshire Blvd. site to approve the installation of the two exterior Fiona Banner's sculptures; they approved them. They also commented on how wonderful the Pei White piece looks that was installed earlier in the lobby of that same building. *** The Fine Art Fund remains the same as last month, at \$772,557. *** There is still no word on when the City Clerk will be given direction to open up the application process to fill the remaining Fine Art Commission vacancy. The Commission, as voted on by the City Council, will not be reduced to 5 but will remain at 7 members. *** Deadline for materials to be included in the April packet is April 11th.

CONTINUED AND NEW BUSINESS

3. Proposed Commission of a Dan Graham Pavilion

Chair Friedman and Commissioner Shepard reported on the visit with the neighbors along Park Way between Rodeo and Beverly Drives to discuss the proposed placement of Dan Graham's *Pavilion*. 2 of the 3 neighbors attended, and both expressed the opinion that they didn't want to see an interruption of the green space in front of their homes. Commissioner Shepard would recommend that we proceed with presenting the proposal to Council Liaisons.

Motion: Commissioner Pressman moved that after the formal appointment of Council Liaisons to the Fine Art Commission that the Commission proceed to a vote by the Council Liaisons, after which the proposal should proceed to the full City Council for a final vote on the purchase of Dan Graham's *Pavilion*. Commissioner Shepard seconded the motion.

AYES: Commissioners Potter, Vice Chair Smooke, and Chair Friedman.

NOES: None

ABSENT: Chalom

CARRIED (5/0)

UNFINISHED BUSINESS/COMMENTS BY COMMISSIONERS/STAFF

Staff will invite Therese Kosterman, City Communications officer to the April Fine Art Commission meeting to give an overview of protocol in dealing with requests for interviews by the Press.

Vice Chair Smooke requested that since Committee work is being done and decisions made with regard to the artwork being selected for the two Beverly Hills subway stations, a member of the Beverly Hills Fine Art Commission be appointed to sit on the Committee that is making the decisions. Staff will pass on this request to the City Staff in Public Works/Transportation who are currently assigned to work on this project with Metro.

Staff reminded the Commission that a future order of business will be to discuss and finalize a list of alternative and acceptable sites for the installation of the replacement Joel Shapiro sculpture.

Committee Reports:

Public Art Ordinance Revisions Committee:

Chair Friedman reminded her fellow Commissioners of the copy of the current Ordinance passed out by Commissioners Pressman and Chalom requesting everyone to contribute their ideas toward re-writing the Ordinance. Ideas will be discussed next month.

2010 COMMITTEE ROSTER/ COMMISSIONER ASSIGNMENTS (point person in bold)

Annenberg Center for the Performing Arts Committee (**Shepard**, Potter) none

Education (Arts -4- All/BHUSD) Committee (**Friedman**) none

Public Art Master Plan Committee (Shepard, Smooke,) none

Public Art Tour/Outreach Committee (Shepard, **Pressman**, Chalom – Alt.) none

Public Art Maintenance/ Preservation Committee (**Pressman**, Smooke, Potter – Alt.) none

Public Art Ordinance Revisions Committee (Chalom, Pressman, Smooke – Alt.)

Recreation & Park Commission Liaisons (Shepard, Friedman) none

ORAL COMMUNICATIONS FROM THE AUDIENCE

ADJOURNMENT

The meeting was adjourned at 5:22 p.m.

**HUMAN RELATIONS COMMISSION
REGULAR MEETING**

SYNOPSIS

Thursday, March 17, 2011

9:15 a.m.

City Hall

455 N. Rexford Drive

Conference Room 280-A

ROLL CALL

The meeting was called to order at 9:17 a.m.

Present: Pease, Meshkaty, Yousem, Sherman, Linder, Nazarian

Absent: Ginsburg

CONSIDERATION OF MINUTES

1. Minutes of February 17, 2011

MOVED by Nazarian, SECONDED by Yousem to approve as revised (6/0)

AYES: Pease, Meshkaty, Yousem, Sherman, Linder, Nazarian

NOES: None

ABSENT: Ginsburg

ABSTAIN: None

CARRIED

Commissioners wished to include the text of the Civility ad hoc committee's recommendation itself in the motion for clarification.

Commissioner Ginsburg arrived at 9:20 a.m.

ORAL COMMUNICATION FROM THE AUDIENCE

Beverly Hills resident, Lorraine Althea Wells, addressed the Commission with concerns about the BHPD as well as her landlord/tenant issues.

CONTINUED AND NEW BUSINESS

Tab 2. COMMISSION REPORTS:

HRC LIAISON

- ◆ Dr. Brian Goldberg of the Beverly Hills Unified School District was not present.
- ◆ Capt. Ed Kreins of the Beverly Hills Police Department presented a BHPD update, with no hate crimes to report for the month.

ADMINISTRATOR

Staff updated the Commissioners on the following items:

1. Civility Accord Letter to the Mayor, February 14, 2011
2. HRC Work Plan Priority List
3. HRC website (see beverlyhills.org/government/comms/hr)
4. Status of BHPD bike patrol
5. Commission's participation in Woofstock event March 13, 2011
6. LA City Marathon March 20, 2011
7. Annual Conflict of Interest reports for 2010 due April 1, 2011
8. Budget Reductions: City Hall will be closed April 1, May 6 and June 3, 2011 due to furloughs

CHAIR

- ◆ Chair Nazarian gave a report on the Mayor's Cabinet meeting.

Tab 3. UPCOMING AGENDA ITEMS TO BE CONSIDERED BY THE HUMAN RELATIONS COMMISSION:

MOVED by Nazarian, SECONDED by Meshkaty that we draft a letter to be sent to the local youth sports organizations to make initial contact and inform them about the Commission's civility effort in anticipation of future meetings recommended by Community Services Recreation Services Manager, Teri Angel.

AYES: Pease, Meshkaty, Yousem, Ginsburg, Sherman, Linder, Nazarian

NOES: None

ABSENT: None

ABSTAIN: None

CARRIED

Tab 4. REVIEW OF PUBLIC HEARING PROTOCOL AND THE HUMAN RELATIONS COMMISSION'S ROLE IN THE CITY'S POLICE COMPLAINT PROCEDURE:

Roxanne Diaz, Chief Assistant City Attorney, presented protocol for public complaints given during HRC meetings as well as for the upcoming Noise Regulation hearings.

Tab 5. MARCH 9, 2011 NOISE REGULATION AD HOC COMMITTEE REPORT:

MOVED by Meshkaty, SECONDED by Linder to schedule the Noise Regulation hearings for April 13th at 7pm, May 10th at 7pm, and May 24th, preferably at 9:15am. In using May 24th, we would also move the HRC meeting for that month from the 19th to the 24th.

Dates listed are tentative and are subject to change based on the availability of the facilities.

AYES: Pease, Meshkaty, Yousem, Ginsburg, Sherman, Linder, Nazarian
NOES: None
ABSENT: None
ABSTAIN: None
CARRIED

**Tab 6. LOS ANGELES COUNTY COMMISSION ON HUMAN RELATIONS 2009
HATE CRIME REPORT:**

Marshall Wong was unable to attend meeting.

Tab 7. HUMAN SERVICES COMMUNITY OUTREACH REPORT:

Update on recent regional outreach as information only item.

CALENDAR FOR 2011 COMMISSION MEETING DATES:

The Commission was provided with upcoming meeting dates. Staff recorded planned absences, if any, on the calendar.

COMMENTS BY COMMISSIONERS INCLUDING TOPICS FOR FUTURE AGENDAS

GOOD AND WELFARE

ADJOURNMENT

MOVED by Meshkaty, SECONDED by Yousem to adjourn meeting at 12:32 p.m. (7/0)

AYES: Pease, Meshkaty, Yousem, Ginsburg, Sherman, Linder, Nazarian
NOES: None
ABSENT: None
ABSTAIN: None
CARRIED

SYNOPSIS

CITY OF BEVERLY HILLS RECREATION AND PARKS COMMISSION

Regular Meeting of Tuesday, March 22, 2011
Room 280-A, Beverly Hills City Hall, 455 N. Rexford Drive
2:00 p.m.

The meeting was called to order at 2:06 p.m.

ROLL CALL

Present: Anderson, Gersh, Rothner, Block
Absent: None

MOVED by Gersh, SECONDED by Anderson to approve with corrections to include Coldwater Canyon incident under Oral Communication. (4/0)

AYES: Anderson, Gersh, Rothner, Block

ABSENT:
ABSTAIN:
CARRIED

(Present in audience Former Team BH Colleen Kneer)

Commissioner and Councilmember Elect Julian Gold addressed the Commission noting on advisement from the City attorney regarding his new role on the City Council, he would not assume his seat on the dais. He thanked the Commissioners and all congratulated him and wished him well.

Beverly Hills resident and former Recreation and Parks Commissioner Jill Tavelman Collins addressed the Commission regarding the upcoming Volunteer Recognition Dinner at the Women's Club.

Beverly Hills resident and bike enthusiast Mark Elliot addressed the Commission with requests including: consideration of bike racks at City facilities; educational programs and events.

CONSIDERATION OF MINUTES

TAB

1. Minutes of February 22, 2011

ORAL COMMUNICATION FROM THE AUDIENCE

NEW BUSINESS/STAFF REPORTS/ CORRESPONDENCE

Synopsis

Recreation and Parks Commission Regular Meeting
Tuesday, March 22, 2011

Wallis Annenberg Center for the Performing Arts Executive Director, Lou Moore gave an update on the Annenberg Center project providing a brochure and presentation which included photographs.

Staff provided information regarding the imposition of and governing policies associated with the Parks and Recreation Facilities Tax.

Parks and Urban Forest Manager Pfalzgraf noted the ballot package provided had been mailed to residents of Angelo Drive, affected by the proposed removal and replacement of Ficus trees in the south parkway of the 1700 block of the street. Commission will be apprised of balloting results at the April 26th meeting.

Community Services Director Zoet gave a brief update on the filling of Commission vacancies.

Director of Community Services Zoet provided the Commission with updates on the following Capital Improvement programs which included: Greystone Mansion HVAC System; Gateway Signage Project; Roxbury Community Center.

Director of Community Services Zoet provided the Commission with updates on the following: Lasky Drive Street Tree Master Plan Update; Arbor Day 2011; Woofstock 90210 – Review; Greystone Mansion Concours d'Elegance Update; Review of CPRS Conference; Citywide Furlough Days: April 1st, May 6th, and June 3rd; Budget Update; Outdoor Fitness Equipment Demonstration; Community Services Executive Assistant II Ilene Knebel – Introduction; Calendar 2011 Meeting Dates (provided); Spring Break Camp: April 18-22, 2011 (provided); Community Services Department Brochure – Spring & Summer 2011 (provided); Summer Camps 2011 (provided); Friends of Greystone: News from the Mansion (provided); Event Calendar (provided with event flyers).

2. Wallis Anneberg Center for the Performing Arts
3. Article 7. Parks and Recreation Facilities Tax
4. Angelo Drive Ficus Street Tree Master Plan – Balloting Update
5. Filling of Commission Vacancies
6. CIP - Report
7. Director's Report

Synopsis
Recreation and Parks Commission Regular Meeting
Tuesday, March 22, 2011

**UNFINISHED BUSINESS/COMMENTS BY
COMMISSIONERS INCLUDING TOPICS
FOR FUTURE AGENDAS**

AD Hoc/CHAIRPERSON REPORTS

- a. City Council Liaison/Mayor's Cabinet –
Chairperson Block gave a detailed report of
the Mayor's Cabinet.
- b. Beverly Canon Gardens (Block/Rothner)
Vice Chairperson Rothner requested staff
to address Wedding Photography Permits
with the Montage Hotel for photography in the
City's gardens.
- c. Farmers' Market (Rothner/Anderson)
Vice Chairperson Rothner spoke of the CPRS
Award the Farmers' Market "Farm to Table"
series and distributed recipes.
- d. Fine Arts (Rothner/Gersh)
No discussion
- e. Gateway Signage Project (Block/Anderson)
Discussed tab #6
- f. Gifting Concept (Gold/Anderson)
Staff responded to Commissioner
Anderson's inquiry on donation designation
- g. Greystone Park (Gersh/Anderson)
Discussed tab #7
- h. Master Plan for La Cienega and Roxbury
(Block/ Gold) – Discussed tab #6
- i. Seniors/Volunteers (Gold/Gersh) – Tab #3
Noted under Oral Communication
- j. Special Events/Concert Series
(Rothner/Gersh) – No discussion

8. Commission Ad Hoc Reports

Synopsis
Recreation and Parks Commission Regular Meeting
Tuesday, March 22, 2011

- k. Sports (Block/Gold) – no discussion
- l. Street Tree Master Plan (Gold/Anderson)
Discussed Tab 4 & 7
- m. Teens (Rothner/Gersh) – Commissioner
Gersh gave a report Teen Advisory
Committee meeting.

Recreation Services Manager Angel gave a
report on the March 4th Teen Leadership
Day.

The meeting was adjourned at 4:09 p.m.

ADJOURNMENT