

**CITY OF BEVERLY HILLS
City Hall Room 280-A
455 N. Rexford Drive
Beverly Hills, CA 90210
SYNOPSIS**

CHARITABLE SOLICITATIONS COMMISSION SPECIAL MEETING

**June 13, 2012
10:30 a.m.**

The meeting was called to order at 10:40 a.m.

A. ROLL CALL

Commissioners Present: Chair Raffel, Henning, Block, Roston

Commissioners Absent: Vice Chair Kaye

Staff: Commander E. Lee, S Gelfman

B. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Murray Fischer.

C. COMMISSION MINUTES

MOVED by, SECONDED by to approve the minutes of the meeting on May 9, 2012 (4/0), as amended.

Ayes: Raffel, Block, Henning, Roston

Noes: None

Absent: Kaye

CARRIED.

D. ORAL COMMUNICATIONS FROM THE AUDIENCE

Audience member introduced herself to the Commission.

Murray Fischer thanked the Commission for their support. Mr. Fischer stated he was very happy and excited to serve on the Charitable Solicitations Commission.

E. REPORT FROM THE CHAIRPERSON

MAYOR'S CABINET MEETING – June 12, 2012

Chair Raffel reported on the items discussed by other Commissions at the Mayor's Cabinet Meeting.

F. CONTINUED BUSINESS

- I. Staff contacted the Los Angeles County Police Canine Association regarding their 501(c)(3) status and researched CSC files – Copy of 501(c)(6) letter and email from LACPCA's President Tony Vairo attached for review. *~Noted by Commission – Organization to stay on the Less than 50% list. Staff to request FS.*
- II. CSC application packets mailed to local hotels - Waiting for receipt confirmations from hotels. *~Noted by Commission – Staff to revise letter.*

G. NEW BUSINESS

- I. CSC proposed meeting time. ~Commissioner Roston made a motion to change the Charitable Solicitations Commission meeting time from 11:00 a.m. to 10:30 a.m. It was seconded and passed unanimously.
- II. Review organizations that fail to file financial statements and organizations that donate less than 50% – List attached ~Staff to post organizations on City website

III. Requests within Normal Filing Period

- 1. (2012-78) National Charity League Inc. San Fernando Valley Chapter requested a permit to solicit via mail from September 1, 2012 through December 31, 2012. Dinner to be held at the Beverly Wilshire Hotel on November 24, 2012. Raise funds for National Charity League's approved philanthropies.

<i>Estimated Gross:</i>	<i>\$ 206,889</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 177,182.55</i>
<i>Estimated Expenses:</i>	<i>\$ 137,435</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 114,716.77</i>

- 2. (2012-83) Children's Chain of Children's Hospital Los Angeles requested a permit to solicit via mail from August 1, 2012 through December 30, 2012. Dinner to be held at the Associates Endowment for Clinical Imaging Research and Technology at Children's Hospital Los Angeles.

<i>Estimated Gross:</i>	<i>\$ 75,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 66,924</i>
<i>Estimated Expenses:</i>	<i>\$ 30,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 39,179</i>

- 3. (2012-84) Las Madrinas Incorporated requested a permit to solicit via mail and personal contact from June 15, 2012 through January 31, 2012. (extension requested) Presentation Ball to be held at the Beverly Hilton Hotel on December 21, 2012. Raise funds for the Las Madrinas Pediatric Simulation Research Laboratory at Children's Hospital Los Angeles.

<i>Estimated Gross:</i>	<i>\$ 1,000,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 1,008,719.15</i>
<i>Estimated Expenses:</i>	<i>\$ 350,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 319,721.10</i>

- 4. (2012-86) Saint John's Health Center Foundation requested a permit to solicit via mail from August 20, 2012 through October 13, 2012. 2012 Caritas Gala dinner to be held at the Beverly Wilshire Hotel on October 13, 2012. Raise funds for programs and services at Saint John's Health Center.

<i>Estimated Gross:</i>	<i>\$ 700,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 1,318,550</i>
<i>Estimated Expenses:</i>	<i>\$ 280,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 281,134</i>

- 5. (2012-87) Help for Orphans International requested a permit to solicit via mail and phone from July 1, 2012 through June 30, 2013. Monetary drive. Raise funds for orphaned children in Kenya, Mexico, Honduras and India.

<i>Estimated Gross:</i>	<i>\$ 15,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ N/A</i>
<i>Estimated Expenses:</i>	<i>\$ 0</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ N/A</i>

- 6. (2012-88) Face Forward Inc. requested a permit to solicit via personal contact from September 15, 2012 through September 15, 2012. Dinner to be held at the Beverly Wilshire Hotel on September 15, 2012. Raise funds for women and children who are victims of domestic violence.

<i>Estimated Gross:</i>	<i>\$ 90,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 80,000</i>
<i>Estimated Expenses:</i>	<i>\$ 70,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 60,000</i>

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

Commissioner Henning made a motion to approve the above items. It was seconded by Commissioner Roston and passed unanimously.

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

1. (2012-77) Center for the Study of Young People/Teen Line requested a permit to solicit via mail from April 1, 2012 through May 15, 2012. Luncheon to be held at the Beverly Hills Hotel on April 25, 2012. Raise funds for crisis hotline for teens and associated outreach services to the community.

<i>Estimated Gross:</i>	<i>\$ 105,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 114,379</i>
<i>Estimated Expenses:</i>	<i>\$ 34,500</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 37,508</i>

2. (2012-79) Cedars Sinai Medical Center requested a permit to solicit via mail and personal contact from May 1, 2012 through June 30, 2012. Dinner to be held at private residence on June 14, 2012. Raise funds for Cedars Sinai Women's Heart Center research and clinical treatment programs.

<i>Estimated Gross:</i>	<i>\$ 2,350,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ N/A</i>
<i>Estimated Expenses:</i>	<i>\$ 398,096</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ N/A</i>

3. (2012-80) The Anti-Defamation League requested a permit to solicit via mail and personal contact from May 7, 2012 through November 16, 2012. Dinner to be held at the Beverly Hilton Hotel on October 16, 2012. Raise funds to support ADL programs to combat all forces of bigotry and Anti-Semitism.

<i>Estimated Gross:</i>	<i>\$ 550,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 522,000</i>
<i>Estimated Expenses:</i>	<i>\$ 100,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 85,000</i>

4. (2012-81) Vista Del Mar Child and Family Services requested a permit to solicit via invitation from June 1, 2012 through September 30, 2012. Dinner to be held at the Beverly Hills Hotel on September 10, 2012. Raise funds for children and families served by Vista Del Mar programs.

<i>Estimated Gross:</i>	<i>\$ 700,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 1,363,245</i>
<i>Estimated Expenses:</i>	<i>\$ 294,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 404,769</i>

5. (2012-82) Jewish Family Service of Los Angeles requested a permit to solicit via invitation from May 21, 2012 through June 18, 2012. Cocktail reception to be held at the Peninsula Hotel on June 14, 2012. Raise funds for Jewish Family Service of Los Angeles Older Adult services.

<i>Estimated Gross:</i>	<i>\$ 30,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ N/A</i>
<i>Estimated Expenses:</i>	<i>\$ 5,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ N/A</i>

6. (2012-89) Janie Bradford Hal Scholarship Fund Inc. requested a permit to solicit via mail, phone and personal contact from June 1, 2012 through September 23, 2012. Dinner to be held at the Beverly Hills Hotel on September 23, 2012. Raise funds for performing arts scholarships for underprivileged students.

<i>Estimated Gross:</i>	<i>\$ 105,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 100,785</i>
<i>Estimated Expenses:</i>	<i>\$ 82,900</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 58,193.83</i>

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

Approved items noted by Commission

V. FINANCIAL STATEMENTS (FS) OF COMPLETED EVENTS FOR REVIEW

1. (2012-28) The Jewish Federation of Greater Los Angeles ~ Note: Follow up on Outstanding Pledges
1. (2011-184) The Art of Elysium ~ Note: Follow up on in-kind donations
2. (2011-170) The Art of Elysium ~ Note: Follow up on in-kind donations
3. (2012-49) Forgiving for Living Inc.
4. (2011-160) Sandpipers
5. (2011-195) Venice Family Clinic ~ Note: Follow up on Outstanding Pledges
6. (2011-139) Peace Over Violence
7. (2011-186) Project Angel Food ~ Note: Send 50% letter regarding net proceeds less than 50% of gross receipts
8. (2012-12) The Junior League of Los Angeles ~ Note: Send 50% letter regarding net proceeds less than 50% of gross receipts
9. (2011-126) Girls Inc. ~ Note: Follow up on Outstanding Pledges
10. (2012-33) Partners in Care Foundation
11. (2012-7) Spiritual Care Guild of Children's Hospital Los Angeles
12. (2011-177) Children's Burn Foundation

VI. Financial Statement Log for 2012

VII. Financial Statement Log for 2011

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

1. (08-187) American Friends for Meir Panim – Care for Israel
Permit expired 11/15/08
2. (07-177) GLASS Youth & Family Services
Permit expired 10/28/07
3. (07-8) United States Mission
Permit expired 05/01/07
4. (06-63) Children's Cancer Research Fund
Permit expired 04/30/06
5. (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 05/04/2003
2. (04-57) Beverly Hills Bar Association
Event date 06/13/2004

3. (05-70) Beverly Hills Bar Association
Event date 06/12/2005
4. (06-83) Beverly Hills Bar Association
Event date 05/07/2006
5. (07-87) Beverly Hills Bar Association
Event date 06/03/2007
6. (08-81) Beverly Hills Bar Association
Event date 05/04/2008
7. (09-83) Beverly Hills Bar Association
Event date 05/03/2009
8. (2010-75) Beverly Hills Bar Association
Event date 06/06/2010
9. (2011-75) Beverly Hills Bar Association
Event date 05/15/2011
10. (2011-188) Beverly Hills Bar Association
Event date 05/31/2011
11. (03-72) Los Angeles County Police Canine Association
Event date 10/19/2003
12. (05-168)(05-168A) Los Angeles County Police Canine Association
Event date 05/06/2006
13. (07-88)(07-88A) Los Angeles County Police Canine Association
Event date 08/11/2007
14. (2010-3)(2010-3A) Los Angeles County Police Canine Association
Event date 05/22/2010
15. (03-171) Advertising Industry Emergency Fund
Event date 11/13/2003
16. (04-170) Advertising Industry Emergency Fund
Event date 11/19/2004
17. (05-146) Advertising Industry Emergency Fund
Event date 11/17/2005
18. (2010-102) Advertising Industry Emergency Fund
Event date 11/12/2010
19. (05-162) International Committee of the L.A. Philharmonic Association
Event date 03/25/2006
20. (05-167) American Friend of Hazon Yeshaya Soup Kitchen
Event date 12/13/2006

21. (06-14) The Neuropathy Association
Event date 04/03/2006
22. (06-29) Writers Guild Foundation
Event date 03/18/06 & 03/19/06
23. (06-157) Operation of Hope
Event date 11/19/2006
24. (06-195) Heal Breast Cancer Foundation
Event date 02/22/2007
25. (07-109)(07-109A) California Society of CPAs
Event date 11/18/2007
26. (08-143) California Society of CPAs
Event date 11/16/2008
27. (09-132)(09-132A) California Society of CPAs
Event date 11/22/2009
28. (07-114) LA Stars/Baron Davis Foundation c/o Life Sports Management
Event date 08/04/2007
29. (07-126) Real Medicine Foundation
Event date 08/16/2007
30. (07-173) NARSAD: The Mental Health Research Association
Event date 12/03/2007
31. (07-184) Childhelp-Buena Ventura Chapter
Event date 12/02/2007
32. (08-128) Israel Cancer Research Fund
Event date 08/13/2008
33. (08-137) John Wayne Cancer Institute Auxiliary
Event date 10/21/2008
34. (09-163) John Wayne Cancer Institute Auxiliary
Event date 10/29/2009
35. (08-144) Vistas for Children Inc.
Event date 11/09/2008
36. (09-156) Vistas for Children Inc.
Event date 11/08/2009
37. (08-146) Habitat for Humanity of Greater Los Angeles
Event date 10/01/2008
38. (08-151) Hollywood NOTE Foundation
Event date 09/09/2008

39. (09-88) Hollywood NOTE Foundation
Event date 05/31/2009
40. (08-186) Asthma & Allergy Foundation of America – California Chapter
Event date 11/18/2008
41. (08-190) Cerebral Palsy International Research Foundation
Event date 12/03/2008
42. (09-14A) Jewish Big Brothers Big Sisters
Event date 10/06/2009
43. (2010-73) Jewish Big Brothers Big Sisters
Event date 10/21/2010
44. (2011-87) Jewish Big Brothers Big Sisters
Event date 10/27/2011
45. (09-102) Beverly Hills Little League
Event date 06/06/2009
46. (09-149) The Kings College & Seminary
Event date 10/07/2009
47. (09-150) Janie Bradford Hal Scholarship Fund Inc. (Heroes and Legends)
Event date 09/27/2009
48. (2010-135) Janie Bradford Hal Scholarship Fund Inc. (Heroes and Legends)
Event date 09/26/2010
49. (2011-143) Janie Bradford Hal Scholarship Fund Inc. (Heroes and Legends)
Event date 09/25/2011
50. (09-XXX) 100 Black Men of Los Angeles, Inc. – Application was received after the event, no permit was issued. – Event date 10/16/2009
51. (2010-92) 100 Black Men of Los Angeles, Inc.
Event date 10/15/2010
52. (2010-28) Beverly Hills CPR
Event date 02/26/2010-05/28/2010
53. (2010-145) Citizenship Education Fund
Event date 10/07/2010
54. (2010-156) Coalition for At Risk Youth (CARRY)
Event date 12/3/2010
55. (2010-187) Beverly Hills Meals on Wheels
Monetary Drive
56. (2011-14) Petersen Automotive Museum
Event date 02/20/2011

- 57. (2010-XXX) Sheila Kar Health Foundation
Event date 02/14/2010
- 58. (2011-74) Sheila Kar Health Foundation
Event date 02/14/2011
- 59. (2011-54) City of Hope – Board
Event date 06/07/2011
- 60. (2011-55) Youth Renewal Fund
Event date 06/04/2011
- 61. (2011-130) Society of Singers
Event date 09/19/2011
- 62. (2011-86) National Charity League Inc. SFV Chapter
Event date 11/26/2011
- 63. (2011-179) The Angeles Clinic Foundation
Event date 12/18/2011
- 64. (2011-176) Pepperdine University
Event date 02/18/2012
- 65. (2012-23) International Documentary Associations
Event date 02/25/2012

I. COMMENTS FROM COMMISSIONERS

Commissioners requested staff to follow up on the roles and responsibilities of the CSC.

Commission stated Murray Fischer would be sworn in at the next CSC meeting.

Commander Lee advised Commission S Gelfman received a promotion.

J. ADJOURNMENT

Chair Raffel adjourned the meeting at 11:44 a.m.



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

CULTURAL HERITAGE COMMISSION
SPECIAL MEETING SYNOPSIS
June 13, 2012
1:30 PM

MEETING CALLED TO ORDER

Date / Time: June 13, 2012/ 1:35 PM

ROLL CALL

Commissioners Present: Greer (*joined meeting @ the bus tour*), Pynoos, Beck, Vice Chair Waldow (*joined meeting @ 2:50 PM; via telecommunication*) and Chair Furie.

Commissioners Absent: None.

Staff Present: Jonathan Lait, Peter Noonan, and Virgia Randall (Community Development Department).
David Snow (City's Attorney Office)
Jan Ostashay (City's Historic Consultant)

APPROVAL OF AGENDA

Motion: Motion by Order of the Chair. (3-0)

Action: Approved as amended.

BUS TOUR – 1:45pm – 2:45pm

Assemble at 450 North Crescent Drive entrance to City Hall. The Cultural Heritage Commission will visit the **Beverly Hills Hotel, 9641 Sunset Boulevard.**

COMMUNICATIONS FROM THE AUDIENCE

Speakers: None.

Audio recordings of the Cultural Heritage Commission's meetings are available online within three days of the meeting. Visit www.cityofbeverlyhills.org to access those recordings.

1. ADOPTION OF MINUTES

Consideration of the Action Minutes of the Cultural Heritage Commission Meeting of May 23, 2012.

Motion: Motion by Commissioner Greer; seconded by Commissioner Pynoos. (5-0).

Action: Approved as presented.

CONSENT CALENDAR

Any item may be removed from the Consent Calendar for further discussion by a member of the Commission or by a person in attendance, with the concurrence of the Commission.

2. Approval of Meeting Dates. The Commission will approve its special meeting dates and time for the 2012 calendar year. (Peter Noonan, Associate Planner)

Motion: Motion by Commissioner Beck; seconded by Commissioner Greer. (5-0).

Action: Approved as presented.

3. Adoption of a Conflict of Interest Code. Section 87300 of the Political Reform Act requires every governmental agency, such as the Cultural Heritage Commission, to adopt a Conflict of Interest code. (Dave Snow, Assistant City Attorney)

Motion: Motion by Commissioner Beck; seconded by Commissioner Greer. (5-0).

Action: Approved as presented.

PUBLIC HEARINGS

4. Beverly Hills Hotel. Adopt a Resolution recommending that the City Council designate the Beverly Hills Hotel as a local historic landmark. (Peter Noonan, Associate Planner)

Planner: Peter Noonan, Associate Planner

Applicant: Edward Mady, Beverly Hills Hotel

Public Input: Public input from Robert Anderson.

Motion: Motion by Chair Furie; seconded by Commissioner Greer (5-0).

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Action: Approved as presented.

(Taken out of Order)

AD HOC COMMITTEE REPORTS

Establishment of new policy or project-related Cultural Heritage Commission Ad Hoc Committees:

Community Outreach & Education (Greer/Beck)
Historic Resources Survey (Pynoos/Beck)
Preservation Incentives (Pynoos/Beck)
Landmark Advisory (Furie/Waldow)
Governmental Relations & Legislative (Furie/Waldow)

(Returned to Order)

NEW BUSINESS

- 5. Commemorative Plaque Recognizing Local Historic Resources.** Review the design of a commemorative plaque for designated local historic landmarks. (Peter Noonan, Associate Planner)

Planner: Peter Noonan, Associate Planner
Jan Ostashay (City's Historic Consultant)
Public Input: None.

Motion: Motion by Chair Furie; seconded by Commissioner Greer (4-1- Pynoos).
Action: Approved with revisions.

(Taken out of Order)

STUDY SESSION

- 7. Wood Roof Ordinance Update.** Staff will provide an update on the City's wood roof ordinance. (David Yelton, Plan Review and Building Inspection Manager)

Plan Review: David Yelton, Plan Review and Building Inspection Manager
Public Input: None

Action: Deferred item to Governmental Relations & Legislative Subcommittee.

(Returned to Order)

- 6. List of Master Architects.** Adopt a Resolution recommending that the City Council adopt a List of Local Master Architects. (Peter Noonan, Associate Planner)

Planner: Peter Noonan, Associate Planner

Public Input: None.

Motion: Motion by Vice Chair Waldow; seconded by Commissioner Pynoos (5-0).

Action: Approved as amended.

STUDY SESSION

- 8. Historic Resource Surveys.** Staff will provide information on past historic resource surveys that have been conducted in the City of Beverly Hills. (Peter Noonan, Associate Planner)

Action: No action taken.

- 9. Local Designation of National Historic Landmarks.** Staff will provide information on properties listed on the National Register of Historic Places in the City of Beverly Hills. (Peter Noonan, Associate Planner)

Action: No action taken.

COMMUNICATIONS FROM THE COMMISSION

COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT

MEETING ADJOURNMENT

Date/Time: June 13, 2012 / 4:45 PM



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

**ARCHITECTURAL COMMISSION
REGULAR MEETING SYNOPSIS**

**June 20, 2012
1:00 PM**

MEETING CALLED TO ORDER

Date / Time: June 20, 2012 / 1:04 PM

ROLL CALL

Commissioners Present: Gardner-Apatow, Blakeley, Bernstein, Meyer (arrived late), Cohen, Vice Chair Rubins, and Chair Rennett

Commissioners Absent: None.

Staff Present: Shena Rojemann, Cindy Gordon and Virgia Randall (Community Development Department)

APPROVAL OF AGENDA

Action: Motion by Commissioner Cohen; seconded by Chair Rennett to approve the agenda as amended (Tab 1 removed from consent). (6-0, Meyer absent).

COMMUNICATIONS FROM THE AUDIENCE

Speakers: None.

COMMUNICATIONS FROM THE COMMISSION

Speakers: Chair Rennett reported back on items discussed at the Mayor's Cabinet meeting.

ADOPTION OF MINUTES

1. Minutes from the Architectural Review Commission Meeting on May 16, 2012.

Motion: Motion by Chair Rennett; seconded by Vice Chair Rubins. (6-0, Meyer absent).

Action: **Approved as presented.**

CONTINUED ITEMS – PUBLIC HEARINGS

Commissioner Meyer arrived.

2. Hermes – 434 North Rodeo Drive

Request for approval of revisions to a previously approved façade remodel and for a security gate at the building entry (PL1205500).

Planner: Cindy Gordon, Assistant Planner
Applicant: Paul Ruffing, AIA
Public Input: None.

Motion: Motion by Commissioner Cohen; seconded by Vice Chair Rubins to approve the resolution with conditions (7-0).

Action: **The resolution was approved.**

3. UTA – 9336 Civic Center Drive

Request for approval of monument sign (PL1208870).

Planner: Shena Rojemann, Associate Planner
Applicant: Herout Dedeyan
Public Input: None.

Motion: Motion by Vice Chair Rubins; seconded by Commissioner Blakeley to return the project for restudy (6-1; Gardner-Apatow).

Action: **The project was returned for restudy.**

4. Wells Fargo Bank – 8501 Wilshire Boulevard

Request for approval of new business identification signs and to allow the recovering of an existing monument sign (PL1208394).

Planner: Shena Rojemann, Associate Planner
Applicant: Dennis Stout
Public Input: None.

Motion: Motion by Vice Chair Rubins; seconded by Commissioner Cohen to return the project for restudy (7-0).

Action: **The project was returned for restudy.**

5. 9100 Wilshire Boulevard

Request for approval of a monument sign (PL1208523).

Planner: Shena Rojemann, Associate Planner
Applicant: John Hunt
Public Input: None.

Motion: Motion by Vice Chair Rubins; seconded by Commissioner Meyer to approve the resolution with conditions (7-0).

Action: The resolution was approved.

6. Marimekko – 370 North Canon Drive

Request for approval of a façade remodel, business identification signs, outdoor dining elements and a construction barricade mural (PL1208544).

Planner: Shena Rojemann, Associate Planner

Applicant: Jacob Webster

Public Input: None.

Motion #1: Motion by Commissioner Cohen; seconded by Commissioner Bernstein to approve the barricade with conditions (7-0).

Action: The barricade was approved.

Motion #2: Motion by Commissioner Cohen; seconded by Commissioner Bernstein to return the façade for restudy (7-0).

Action: The façade was returned for restudy.

7. Louis Vuitton – 201 and 295 North Rodeo Drive

Request for approval of a façade remodel for both buildings and a sign accommodation for multiple building and business identification signs (PL1208534 and PL1208777).

Planner: Cindy Gordon, Assistant Planner

Applicant: Greg Greenburg and Ashok Vanmalli

Public Input: None.

Motion #1: Motion by Commissioner Cohen; seconded by Vice Chair Rubins to approve the resolution for the project at 201 North Rodeo with conditions (7-0).

Action: The resolution was approved.

Motion #: Motion by Commissioner Cohen; seconded by Vice Chair Rubins to approve the resolution for the project at 295 North Rodeo with conditions (7-0).

Action: The resolution was approved.

8. Pressed Juicery – 436 North Bedford Drive

Request for approval of a façade remodel and business identification signs (PL1208525).

Planner: Cindy Gordon, Assistant Planner

Applicant: Tiara Chu and Jeffery Allsbrook

Public Input: None.

- Motion:** Motion by Vice Chair Rubins; seconded by Commissioner Cohen to return the project for restudy (7-0).
Action: **The project was returned for restudy.**

Commissioner Bernstein left the meeting.

9. Ferrari/Maserati – 9372 Wilshire Boulevard

Request for approval of a façade remodel and a sign accommodation to allow multiple business identification signs (PL1208562).

- Planner:** Shena Rojemann, Associate Planner
Applicant: Vince Dyer
Public Input: None.

- Motion:** Motion by Vice Chair Rubins; seconded by Commissioner Blakeley to approve the resolution with conditions (6-0).
Action: **The resolution was approved with conditions.**

10. GaGa Milano – 9433 Brighton Way

Request for approval of a façade remodel and business identification sign (PL1208620).

- Planner:** Cindy Gordon, Assistant Planner
Applicant: Brian Oshima
Public Input: None.

- Motion:** Motion by Vice Chair Rubins; seconded by Commissioner Cohen to approve the resolution with conditions (6-0).
Action: **The resolution was approved with conditions.**

11. 144 South Beverly Drive – Guess barricade

Request for approval of a construction barricade mural (PL1208987).

- Planner:** Cindy Gordon, Assistant Planner
Applicant: Kevin Nolan
Public Input: None.

- Motion:** Motion by Vice Chair Rubins; seconded by Commissioner Cohen to approve the resolution with conditions (6-0).
Action: **The resolution was approved with conditions.**

COMMUNICATIONS FROM THE ARCHITECTURAL COMMISSION

No communication from the Commission.

COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT

12. Staff level approvals

Action: Received and filed.

ELECTION OF OFFICERS FOR THE REMAINDER OF 2012 (CHAIR AND VICE-CHAIR)

Motion: Motion by Commissioner Cohen; seconded by Commissioner Blakeley to nominate Vice Chair Rubins for Chair (6-0).

Action: **Vice Chair Rubins was voted to Chair.**

Motion: Motion by Vice Chair Rubins; seconded by Commissioner Gardner-Apatow to nominate Commissioner Blakeley for Vice Chair (6-0).

Action: **Commissioner Blakeley was voted to Vice Chair.**

MEETING ADJOURNED

Date / Time: June 20, 2012 / 6:30 PM

**CITY OF BEVERLY HILLS
HUMAN RELATIONS COMMISSION SPECIAL MEETING
SYNOPSIS**

June 21, 2012
455 N. Rexford Drive
Beverly Hills, CA 90210
City Hall, Room 280-A
10:30 a.m.

The meeting was called to order at 10:35 a.m.

ROLL CALL

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

Commissioners Absent: Ginsburg

Staff Present: Latta, Kahn, Kyriazi

CONSIDERATION OF MINUTES

Tab 1. REGULAR MEETING OF MAY 17, 2012:

MOTION by Nazarian, SECONDED by Pease to approve as presented (4/0)

AYES: Pease, Nazarian, Sherman, Linder

NOES: None

ABSENT: Ginsburg

ABSTAIN: Meshkaty

CARRIED

ORAL COMMUNICATION FROM THE AUDIENCE

None

CONTINUED AND NEW BUSINESS

Tab 2. COMMISSION REPORTS:

HRC REPRESENTATIVES

Report from Dr. Brian Goldberg from the Beverly Hills Unified School District.

Provided an update on:

1. Safe School Ambassadors program update: Additional time was requested to prepare the report for the Commission given the end of school year activities.

2. Jonathan Prince, chairman of the BHEF, speaking with distributor of the documentary film, *Bully*, to arrange a screening of the film at the high school.
3. Administration and school board will be meeting over the summer to prepare for next school year's programs and issues raised during the course of the school year. Ideas and suggestions to the Board should be submitted now.
4. Discussed including Commission's "bullying video competition" flyer in school's welcome home packets. The school board would need to give direction to staff; then staff to staff communication. Submitting Commission's request for school board's July 17th agenda.

Report from Sgt. Gregg Mader from the Beverly Hills Police Department.
 Provided an update on:

1. Two incidences of vandalism/hate crimes to report.
2. National Night Out 2012 (American's Night Out Against Crime) scheduled for August 7 from 7pm – 9pm.
3. No spike in late night noise calls to report.

ADMINISTRATOR

Report from Human Services Administrator James R. Latta, L.C.S.W.

1. Distributed new city access cards.
2. Network Against Crime quarterly meeting update given by LA County Co-Chair and Human Services Outreach Manager Julie Kahn.
3. "Shame On Us" response letter to the editor from the Commission was printed in the Beverly Hills Weekly. Columnist Rudy Cole replied to the Commission.
4. More discussion on upcoming city election.
5. City Council approved budget at June 8 meeting.
6. Community Services catalogue printed success story of individual that was provided permanent supportive housing.
7. Commissioner Meshkaty will be recognized at City Council's September 20th meeting for his service and retirement from the Human Relations Commission.
8. Granicus training, to record Commission meetings, scheduled for July.
9. Embrace Civility award photo, taken during June 19 City Council meeting, was distributed to Commission and submitted to press.

CHAIR

Chair Linder gave a brief update on the Mayor's Cabinet meeting.

Tab 3. EMBRACE CIVILITY: REPORT FROM THE BULLYING PREVENTION AD HOC COMMITTEE:

Staff Latta gave an update on the Ad Hoc Committee meeting held on June 5, 2012.

- Staff spoke with video award winning Richard Gale from the Beverly Hills Cable/TV Department, who will support the Commission during the bullying video competition.
- Committee worked on flyer subject: Everyone plays a role in bullying, what roll do you play? The Bully, The Bullied, The By-Stander, or the person who makes a difference?

- Competition guidelines were reviewed.

MOTION by Nazarian, SECONDED by Meshkaty: Move that we move the anti-bullying kickoff to the first council meeting that would occur before October 12. (5/0)

AYES: Pease, Nazarian, Meshkaty, Sherman, Linder

NOES: None

ABSENT: Ginsburg

ABSTAIN: None

CARRIED

- Commission will submit their plans for Bullying Prevention Month (October) in writing to the school board for their agenda; flyer announcing competition, email blast and complete program.
- Ad hoc will meet again by July 1.

Tab 4. EMBRACE CIVILITY: AWARD UPDATE:

Tabled.

Tab 5. OVERVIEW OF CURRENT AND PENDING AGENDA ITEMS UNDER CONSIDERATION BY THE HUMAN RELATIONS COMMISSION:

Tabled.

CALENDAR FOR 2012-13 COMMISSION MEETING DATES:

Commissioner Nazarian will be absent for the July meeting.

COMMENTS BY COMMISSIONERS INCLUDING TOPICS FOR FUTURE AGENDAS:

None.

GOOD AND WELFARE:

None

ADJOURN

Chair Linder adjourned the meeting at 12:42 p.m.

**CITY OF BEVERLY HILLS
City Hall Room 280-A
455 N. Rexford Drive
Beverly Hills, CA 90210
SYNOPSIS**

HEALTH AND SAFETY COMMISSION REGULAR MEETING

June 25, 2012

4:00 p.m.

The meeting was called to order at 4:04 p.m.

A. ROLL CALL

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

Commissioners Absent: None

Staff: P. Mottice Muller, A. Tarazon, G. Mader, C. Di Renzo, R. Gale

B. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Commissioner Landau.

C. COMMISSION MINUTES

MOVED by Seidel, SECONDED by Landau to approve the minutes with changes of the meeting on May 21, 2012 (6/0)

Ayes: Aronberg, Landau, Seidel, Millan, Vice Chair Setian, Chair Judelson

Noes: None

Absent: None

CARRIED.

D. ORAL COMMUNICATIONS FROM THE AUDIENCE

Alan Grushcow spoke to the Commission about his concerns about a 911 cell call he made that rolled over to LA City Dispatch causing a delay in response. He suggested follow up with LA City to discuss ways technology could be used to assist with this problem and the need to standardize the Beverly Hills dispatch phone numbers. He also suggested the City increase public outreach encouraging cell callers to provide a City location. Director Muller stated she would forward comments to Police Department.

E. REPORT FROM THE CHAIRPERSON

Mayor's Cabinet Meeting – May 8, 2012.

Chair Judelson reviewed the items which were discussed by other Commissions at the May 8, 2012 Mayor's Cabinet Meeting.

F. DIRECTOR'S REPORT

Lewis Hall, Beverly Hills School District Board Member reported summer vacation had begun and there were no Health and Safety updates.

G. NEW BUSINESS

1. UPDATE FROM THE POLICE DEPARTMENT

Sgt. Gregg Mader gave an update on National Night Out to be held on August 7, 2012. Participating are the Health and Safety Commission, Office of Emergency Management, Fire, Police, Library, BH CPR, health screenings by Cedars Sinai Medical Center and the Safe-T-Proof Quake Cottage. Sgt. Mader also gave an update on a police sting targeting the selling of alcohol to minors. He also provided information on calling 911 from cell phones.

2. UPDATE FROM PUBLIC WORKS DEPARTMENT

Christian Di Renzo, Senior Management Analyst, gave an update on various public works utility issues.

3. CABLE PROGRAMMING

Rick Gale, Cable TV and Video Associate, gave a presentation and sought input on the development of Health, Safety and Preparedness program for airing on Cable TV – Channel 10 and the internet.

4. ELECTION OF CHAIR AND VICE-CHAIR

An election was held for a new Chair and Vice Chair. Commissioner Karen Setian was elected Chair and Commissioner Gail Millan was elected as Vice-Chair for the term July 1, 2012 through June 20, 2013.

5. NEW COMMISSIONERS RECRUITMENT

Director Mottice-Muller reported on the recruitment timeline and the process the City Clerk's Office uses to replace the two Commissioners leaving office in November.

6. DISASTER SUMMIT UPDATE REPORT

Director Mottice-Muller reported the Disaster Summit Update Report was included on the City Council Agenda meeting on June 19, 2012 as an informational item and City Council had no comment on the report.

H. COMMENTS FROM COMMISSIONERS

Commissioner Aronberg informed the Commission about "Honey Love," an idea that informed the public on how to preserve beehives instead of destroying the hives. A couple of other announcements were given.

I. ADJOURNMENT

There being no further business, Chair Judelson, with the consent of the Commission, adjourned the meeting at 6:32 p.m.

**CITY OF BEVERLY HILLS
City Hall Room 280-A
455 North Rexford Dr.
Beverly Hills, CA 90210
SYNOPSIS**

**RECREATION AND PARKS COMMISSION REGULAR MEETING
Tuesday, June 26, 2012
2:00 p.m.**

The meeting was called to order at 2:02 p.m.

ROLL CALL

Commissioners Present: Block, Friedman, Rosoff, Vice Chairperson Anderson, Chairperson Gersh

Staff Present: Zoet, Pfalzgraf, Meyerowitz, Angel, Knebel

CONSIDERATION OF MINUTES

Tab 1. Regular Meeting of Tuesday, May 22, 2012

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

AYES: Block, Friedman, Rosoff, Anderson, Gersh
NOES: NONE
ABSENT: NONE
ABSTAIN: NONE
CARRIED

ORAL COMMUNICATION FROM THE AUDIENCE - None

NEW BUSINESS/STAFF REPORTS/CORRESPONDENCE

Tab 2. Mia Lehrer Presentation/Beverly Gardens Park

Mia Lehrer presented current plans for Beverly Gardens Park. Updates about the budget, lighting, jogging path, water feature, alleys and drainage were presented.

The Commissioners commented about proposed changes.

Beverly Hills Police Sergeant Gregg Mader advised about crosswalk and lighting concerns.

Resident Steve Gordon spoke briefly about the project and fundraising efforts. A presentation by Mia Lehrer and Associates is planned for City Council on July 24, 2012.

Tab 3. Fund 16 (Parks and Recreation Facilities) Update

Commissioners were provided a detailed chart of the Recreation & Parks Facilities Tax Fund. Community Services Director Steve Zoet summarized the document.

Tab 4. Capital Improvement Projects

Community Services Director Steve Zoet reviewed the following Capital Improvement Projects: Gateway Signage, La Cienega Community Center and Tennis Center Improvements, Hamel Mini Park Renovation, Greystone Public Restroom and Roxbury Park Update. (Taken out of order)

Tab 5. Director's Report

Community Services Director Steve Zoet and Staff updated the Commission on the following: NRPA Conference in Anaheim, Community Charitable Foundation, July is Recreation and Parks Month, Farmers Market Piesta, Farm to Table Video was shown, Summer Concerts/Movie Nights, the Event Calendar and Meeting dates were reviewed.

Human Services Administrator James Latta reported on the Human Relations Commission Embrace Civility Award and the Homeless Outreach Program.

UNFINISHED BUSINESS/COMMENTS BY COMMISSIONERS INCLUDING TOPICS FOR FUTURE AGENDAS

Chair Susan Gersh read correspondence from Angelo Drive residents who spoke at the May 22, 2012 Recreation and Parks Commission Meeting.

AD HOC CHAIRPERSON REPORTS

Tab 6. Commission Ad Hoc

- a. City Council Liaison/Mayor's Cabinet (Gersh/Anderson) – Vice Chairperson Anderson provided a review of the most recent Mayor's Cabinet Meeting. (Taken out of order)
- b. Beverly Canon Gardens (Block/Friedman) – Discussed in TAB # 5.
- c. Farmers' Market (Anderson/Rosoff) - Vice Chairperson Anderson participated as a judge for this year's pie baking contest and would like to volunteer again at next year's event.
- d. Fine Arts (Gersh/Anderson) – No discussion.
- e. Gateway Signage Project (Block/Rosoff) – Discussed in TAB # 4.
- f. Gifting Concept (Anderson/Rosoff) – No Discussion.
- g. Greystone Park (Gersh/ Anderson) – Discussed in TAB #4.

- h. Master Plan for La Cienega and Roxbury Parks (Block/Friedman) – Discussed in TAB #4.
- i. Seniors/Volunteers (Gersh/Friedman) – No discussion.
- j. Special Events/Concert Series (Gersh/Rosoff) – Discussed in TAB #5.
- k. Sports (Block/Friedman) – No discussion.
- l. Street Tree Master Plan (Block/Rosoff) – No discussion.
- m. Teens (Gersh/Friedman) – No discussion.
- n. Beverly Gardens Restoration (Anderson/Rosoff) – Discussed in TAB #2.

Meeting was adjourned at 4:40 p.m.

CITY OF BEVERLY HILLS

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

SYNOPSIS

TRAFFIC & PARKING COMMISSION REGULAR MEETING

July 12, 2012

9:00 a.m.

ROLL CALL

PRESENT: FRIEDMAN, LICHT, LEVINE, GRUSHCOW, STEINBERG

ABSENT: None

STUDY SESSION

1. POLICE DEPARTMENT REPORT

Informational update

2. COMMISSION CHAIR REPORT

Mayor's Cabinet Meeting – June 12, 2012

Informational update

3. RECREATION AND PARKS REPORT: BEVERLY GARDENS PARKWAY

Informational update

The Commission provided comments regarding the potential moving of the pathway to the corners. The Commission suggested that a consultant evaluate safety and that any plans be flexible to accommodate a bicycle lane on North Santa Monica Boulevard. Overall the Commission expressed that the pathway should not be moved.

4. TRAFFIC ENGINEERING QUARTERLY REPORT

Informational update

5. SMART TRAFFIC MANAGEMENT

Informational update

6. STATUS REPORT

- a. **Bicycle Update**
- b. **Tour Bus Headsets**
- c. **Parking Citation Processing and Third Party Parking Operations Management**
- d. **Correspondence**
- e. **Traffic and Parking Commission Project Matrix**

Informational update

COMMENTS FROM COMMISSIONERS (ORAL)

ORAL COMMUNICATION FROM THE AUDIENCE

Philip Ferentinos of Star Line Tours commented about the increase of rogue tour companies.

ACTION ITEMS

1. SUNDAY TOUR BUS STAGING LOCATION: MOVE STAGING POINT TO THE EAST SIDE OF THE 400 BLOCK OF NORTH REXFORD DRIVE

Motion by GRUSHCOW, seconded by FRIEDMAN

5/0 To approve relocating the tour bus staging point to the east side of the 400 block of North Rexford Drive on Sundays only.

AYES: FRIEDMAN, LICHT, LEVINE, GRUSHCOW, STEINBERG

NOES: None

ABSENT: None

ASTAIN: None

CARRIED

2. CONSIDERATION OF THE JUNE 7, 2012 REGULAR MEETING MINUTES

Motion by FRIEDMAN, seconded by LEVINE

5/0 To approve the June 7, 2012 minutes.

AYES: FRIEDMAN, LICHT, LEVINE, GRUSHCOW, STEINBERG

NOES: None

ABSENT: None

ASTAIN: None

CARRIED

ADJOURNMENT