



CITY OF BEVERLY HILLS
CITY COUNCIL
SPECIAL MEETING
Teleconference Location:
ARIA Hotel
3730 Las Vegas Boulevard South, Room # 16042
Las Vegas, NV 89109, USA
(702) 590-7111
September 14, 2010

The Special Meeting of the City Council of Beverly Hills was held in the Council Chambers at 3:00pm. Mayor Delshad announced that Vice Mayor Brucker will be participating in the meeting via teleconference from Las Vegas, Nevada.

PLEDGE OF ALLEGIANCE

A. ROLL CALL

Present: Councilmember Mirisch, Councilmember Brien, Councilmember Krasne, Vice Mayor Brucker, and Mayor Delshad
 Absent: None

B. ORAL COMMUNICATIONS

1. **TELEPHONE CALL-IN (310.285.1020)** *(Members of the public are invited to place telephone calls to comment on issues that do not appear on the evening's agenda. The City Council will take up to three telephone calls per meeting. Comments on the evening's agenda must be made in person as the item comes before the City Council.)*

Mayor Delshad announced that the Telephone Call-In will not be available for the Special Meeting as the system can only handle one call at a time, and Vice Mayor Brucker is utilizing the line for his participation in the meeting.

2. **AUDIENCE COMMENTS.** *Any person wishing to address the City Council on any matter not on the agenda may do so at this time. However, the State open meetings law (Government Code Section 54950 et seq.) prohibits the City Council from providing a detailed response or acting upon any item not contained on the agenda posted 72 hours before a regular meeting and 24*

hours before a special meeting. If you wish to address the City Council at this time, please complete a speaker's card and give it to the City Clerk prior to the commencement of the meeting. Please use the microphone provided, clearly stating your name for the official record and courteously limiting your remarks to three (3) minutes so others may have the opportunity to speak as well.

None

C. CONTINUED AND NEW BUSINESS

- 1. CONSIDERATION OF PARKING RATES, INCLUDING OFFERING 2 HOUR FREE PARKING AT THE CITY'S PARKING FACILITIES AND CONSIDERATION OF OPPORTUNITIES TO OFFSET COSTS.** Comment: This will transmit information to the City Council and seek direction regarding the offering of 2 Hour Free parking at the City's parking facilities and will review and recommend methods to offset the associated costs.

Director of Parking Operations Chad Lynn provided a PowerPoint presentation and staff report. Mr. Lynn noted staff is requesting Council direction on the following rate program: 1) Provide 2 hour free parking in facilities operating before June, 2008, 2) Limit monthly parking sales based on April 2010 sales data, and 3) Provide for a ballot measure to offset the associated costs with a 7.5% tax on commercial parking operators. He outlined the rate program, spoke about the financial considerations (current deficit, additional shortfalls and offsetting costs) and provided suggestions and mitigations.

City Manager Kolin discussed with the City Council the options before the Council to fund the two-hour free parking at the City's parking facilities.

Speaking:

1. Susan Berk, paid consultant for the Beverly Hills Western Triangle Merchants Association, spoke on behalf of the merchants she worked with and noted they want to retain 1 hour free parking at the City-owned parking lot at 461 N. Bedford and they support staff's recommendation as proposed.
2. Alan Grushcow, Traffic and Parking Commissioner, made observations regarding the Bedford Parking structure.
3. Brian Rosenstein, Traffic and Parking Commissioner, commented about a recent Traffic and Parking Commission meeting and the Commission's decision at that meeting regarding the Bedford Parking structure.

City Treasurer Eliot Finkel made observations about the way the City manages the City-owned properties within Beverly Hills.

Staff responded to questions raised by the Council.

Each of the Councilmembers provided their comments on this issue. A concern was raised that an initiative measure would be binding future Councils from being able to manage the parking structures in the way that best fits the residents and the business community. No action was taken on this item. Vice Mayor Brucker left the meeting online at 4:25pm.

City Attorney Larry Wiener outlined the timeframe and next steps in this process.

Council directed staff to begin to work on compiling educational pieces for the public regarding the impacts of the tax measure, how the parking operation works, etc.

D. OTHER BUSINESS

None

E. ADJOURNMENT

There being no further business, Mayor Delshad, with the consent of the Council, adjourned the meeting at 4:44pm.

PASSED, Approved and Adopted
this 5th day of October, 2010.


BYRON POPE, City Clerk

JIMMY DELSHAD, MAYOR

This meeting was broadcast on live television, on City of Beverly Hills municipal government television access Channel BHTV10 Time Warner Cable.