



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** December 21, 2010  
**To:** Honorable Mayor & City Council  
**From:** Byron Pope, City Clerk  
**Subject:** Recommendations from the Election Ad Hoc Committee on One-Minute Candidate Video Messages and City-Sponsored Candidate Forums

**Attachments:** 1. Candidate Forum correspondence/letters of interest (5)

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### INTRODUCTION

Mayor Delshad appointed Vice-Mayor Brucker and Councilmember Brien as the 2011 Election Ad Hoc Committee.

### DISCUSSION

The committee met on Friday, December 17, 2010, and will provide an oral report at the Study Session.

### RECOMMENDATION

Staff will seek Council consensus on the committee recommendations. The one-minute video messages and the candidate forums are administered by the City Manager's Office and taped by the Information Technology – Cable Television Division.

Byron Pope   
Approved By

# Attachment 1

RECEIVED  
CITY OF BEVERLY HILLS

2010 NOV 16 P 2: 22 **SOUTHWEST BEVERLY HILLS HOMEOWNERS ASSOCIATION**

CITY CLERK'S OFFICE

208 McCarty Drive  
Beverly Hills, CA 90212

November 12, 2010

Beverly Hills City Council  
Beverly Hills City Hall  
455 N. Rexford Dr.  
Beverly Hills, CA 90210

VIA US MAIL and EMAIL

Dear Councilmembers:

Now that the national and other elections are over, we look forward to our municipal Beverly Hills election for City Council in March, 2011.

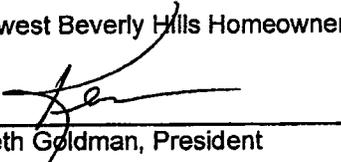
As each of you is aware through your past participation, The Southwest Beverly Hills Homeowners Association has—for the past 30 years—conducted a televised Candidates Forum for the benefit of the community. Many in the community—including many candidates—have told us that they consider our Forum to be the most informative and among the best run of the forums. We are very proud of that and proud of our other contributions to the community.

We request that during the first or second week of February, 2011 we are permitted to hold our Candidates Forum for the March, 2011 City Council election and that it be televised on the Beverly Hills community cable channel. We would like to hold it at the Roxbury Park Auditorium, but would certainly agree to hold it in the City Council Chambers as we did two years ago. We anticipate that the rules we have adhered to over the past 3 decades would also apply to this Forum. We will be pleased to provide you with any further information.

We appreciate your consideration and look forward to your approval.

Thank you.

Southwest Beverly Hills Homeowners Association

By:   
Kenneth Goldman, President

cc: Jeff Kolin, City Manager  
Board of Directors

RECEIVED  
CITY OF BEVERLY HILLS

2010 DEC -7 P 12:18

CITY CLERK'S OFFICE

*Beverly Hills North Homeowners Association*  
(310) 859-6610  
(310) 274-8147

December 7, 2010

Byron Pope  
City Clerk  
455 N. Rexford Dr.  
Beverly Hills, CA 90210

Via Fax (310) 385-0862

RE: Candidate/Election Forum  
Request From Beverly Hills North Homeowners Association

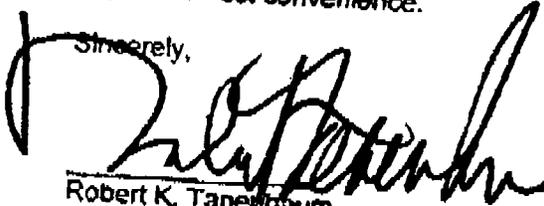
Dear Mr. Pope:

We are in receipt of your letter dated December 3, 2010.

We have already notified the City Manager's Office regarding conducting a Candidate/Election Forum during the last week of January, 2011.

The Beverly Hills North Homeowners Association desires to sponsor a Candidate Forum. It is our intention to engage the candidates in a frank and open discussion regarding issues that affect our residents quality of life. If you need more information regarding our proposed format for the forum, please contact us at your earliest convenience.

Sincerely,

  
Robert K. Tanenbaum

  
Victor M. Bardack

## Byron Pope

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**From:** Josh Gross [josh@bhweekly.com]  
**Sent:** Thursday, December 09, 2010 10:40 AM  
**To:** Byron Pope  
**Cc:** rudy@bhweekly.com  
**Subject:** Candidate forums

Byron - Per your letter, Rudy would like to co-host a candidate forum on behalf of the Weekly similar to years past.  
Thanks.



RECEIVED  
CITY OF BEVERLY HILLS  
2010 DEC 10 A 11: 00  
CITY CLERK'S OFFICE

December 9, 2010

Byron Pope  
City Clerk  
City of Beverly Hills  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Byron:

The Beverly Hills Chamber of Commerce thanks you for the opportunity to request the hosting of a City sanctioned City Council Candidates Forum in preparation for the March 8, 2011 election.

The Beverly Hills Chamber of Commerce has been the unrivaled authority of the local business community for 87 years, advocating on its behalf, anticipating trends, advancing knowledge, creating innovative practices that inspire and invigorate, and embodying a professional conscience.

As the advocate of the business community, the Chamber feels it is critical that one of the City sanctioned candidates forums focus on economic and business policies, where the positions of the candidates on business related issues may be revealed. There is no other organization in the City that provides the same perspective and level of business advocacy as the Chamber, and allowing the Chamber to host a Candidates Forum will provide a venue for illumination of issues and questions that may not otherwise be addressed. Therefore, if it is at all possible that the Chamber be given permission to hold a Candidate's Forum independent of any other collaborating organization, we would request that opportunity.

Please do not hesitate to contact me or Vice President of Economic Development, Anita Zusman Eddy at 310.248.1000 ext. 109 if there are any questions or you would like to discuss.

Thank you for your consideration.

Sincerely yours,

Todd Johnson  
Chairman of the Board

## Byron Pope

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**From:** Thomas A. White [white1@earthlink.net]  
**Sent:** Friday, December 10, 2010 9:07 PM  
**To:** Byron Pope  
**Subject:** Request Letter for 2011 City Council Election Candidates Forum

Dear Byron,

Your letter dated December 3<sup>rd</sup>, 2010 was mailed to an obsolete address. I received this letter yesterday afternoon, but opened and read it only moments ago.

As you know, the Municipal League of Beverly Hills wishes to sponsor a City Council Candidates Forum in the City Council Chambers the week prior to the mailing of absentee ballots by your office. The three dates we are looking at are February 1, 2 or 3 from about 7:30 p.m. to 9:00 p.m.

The Municipal League is a non-profit organization, and would sponsor the Candidates Forum as a public service, open free or charge to all voters and members of the public to assist residents in making informed voting decisions.

Accordingly, in addition to the use of the Council Chamber, and two adjacent conference rooms, live sound system and cable TV taping, and respective crews, the League requests that all fees be waived for this event.

The small conference room would serve as a green room for candidates. The larger conference room would serve as a general reception (with refreshments and hors d'oeuvres) area for attendees.

Thank you.

The Municipal League of Beverly Hills

By: Thomas A. White  
Chairman  
Board of Governors