



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the Police Department at (310) 285.2100. Please notify staff at least seventy-two hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility for the hearing-impaired and wheelchair-bound participants.

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

SYNOPSIS

CHARITABLE SOLICITATIONS COMMISSION Regular Meeting

**Wednesday, April 13, 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

CONSIDERATION OF MINUTES

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

PUBLIC COMMENTS

None

NEW BUSINESS

I. General comments/questions to Commissioners from Staff.

- a. Introduction of fill-in Commission Secretary
~Staff introduced Sylvia Gelfman
- b. Volunteer Recognition Event
~Commissioner Henning unable to attend
- c. North Parking Lot Procedure
~Staff advised commission to use City parking structure

II. Request within Normal Filing Period

1. (2011-53) ACLU of Southern California requested a permit to solicit via email, mail, phone, fax and personal contact from July 12, 2011 through December 12, 2011. Dinner to be held

at the Beverly Wilshire Hotel on December 12, 2011. Raise funds to defend the Bill of Rights through litigation and lobbying.

Estimated Gross: \$490,000 *Previous Fundraising Event Gross:* \$ 583,000
Estimated Expenses: \$157,000 *Previous Fundraising Event Expenses:* \$ 157,000

2. (2011-61) Beverly Hills Education Foundation requested a permit to solicit via flyers, phone, and advertising from April 15, 2011 through July 15, 2011. "One Campaign" is a one week campaign from May 1, 2011 through May 8, 2011. Raise funds to support the Beverly Hills Unified School District.

Estimated Gross: \$1,000,000 *Previous Fundraising Event Gross:* \$ N/A
Estimated Expenses: \$ 15,000 *Previous Fundraising Event Expenses:* \$ N/A

3. (2011-66)(2011-66A) Westside Guild of Children's Hospital Los Angeles requested a permit to solicit via mail from May 1, 2011 through October 27, 2011. Extension requested to continue solicitation from October 27, 2011 through November 15, 2011. Luncheon with boutique, silent auction and opportunity drawing to be held at Loews Santa Monica Beach Hotel on October 28, 2011. Raise funds to benefit Children's Hospital Los Angeles.

Estimated Gross: \$ 390,000 *Previous Fundraising Event Gross:* \$ 389,785
Estimated Expenses: \$ 184,000 *Previous Fundraising Event Expenses:* \$ 216,153

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

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

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

1. (2011- 46) Jenesse Center, Inc., requested a permit to solicit via mail, email, volunteer solicitors, newspaper and radio from January 1, 2011 through April 30, 2011. Awards luncheon to be held at the Beverly Hills Hotel on April 17, 2011. Raise funds for Jenesse Center, Inc., who provide homeless women, children and men social services.

Estimated Gross: \$ 715,500 *Previous Fundraising Event Gross:* \$ 672,968
Estimated Expenses: \$ 241,300 *Previous Fundraising Event Expenses:* \$ 194,438

2. (2011-47) Entrepreneur Mentor Society requested a permit to solicit from March 11, 2011 through December 31, 2011. Monetary Drive solicitation will be done by foundation/government/corporate grant/donation proposals, personal contact, email and phone calls. Raise funds for Entrepreneur Mentor Society, who fosters entrepreneurship and social entrepreneurship.

Estimated Gross: \$ 35,000 *Previous Fundraising Event Gross:* \$ N/A
Estimated Expenses: \$ 0 *Previous Fundraising Event Expenses:* \$ N/A

3. (2011-48) Los Angeles Regional Foodbank requested a permit to solicit via mailed invitation and personal contact from March 10, 2011 through June 18, 2011. Wine tasting to be held at Greystone Mansion, Beverly Hills, on June 18, 2011. Raise funds for the LA Foodbank to store and distribute donated food and grocery products through a network of 600 charitable agencies.

Estimated Gross: \$ 150,000 *Previous Fundraising Event Gross:* \$ 143,728
Estimated Expenses: \$ 53,000 *Previous Fundraising Event Expenses:* \$ 58,153

4. (2011-49) Los Angeles Chamber Orchestra Society, Inc. requested a permit to solicit via mail, internet, email, personal contact and phone from March 21, 2011 through May 22, 2011. Silent film showing with musical accompaniment and dinner to be held at Royce Hall, UCLA, on May 22, 2011. Raise funds to support the concerts and education programs of the Los Angeles Chamber Orchestra.

Estimated Gross: \$ 330,600 *Previous Fundraising Event Gross:* \$ 306,766
Estimated Expenses: \$ 146,697 *Previous Fundraising Event Expenses:* \$ 151,635

5. (2011-50) Foundation Rwanda requested a permit to solicit via online media, web-site and personal contact from March 8, 2011 through April 7, 2011. An Evening of Food and Fotos LA, will be held at the Paley Center in Beverly Hills on April 7, 2011. Raise funds for Foundation Rwanda, who provides scholarships and/or education grants to children and raises awareness of the consequences of genocide and sexual violence.

Estimated Gross: \$ 50,000 *Previous Fundraising Event Gross:* \$ N/A
Estimated Expenses: \$ 10,000 *Previous Fundraising Event Expenses:* \$ N/A

6. (2011-51) Mary Duque Juniors of CHLA requested a permit to solicit via mail, email and phone from March 14, 2011 through April 16, 2011. Luncheon to take place at the Toluca Lake Tennis Club on April 16, 2011. Raise funds for the Children's Hospital Los Angeles.

Estimated Gross: \$ 7,500 *Previous Fundraising Event Gross:* \$ 118,249
Estimated Expenses: \$ 3,500 *Previous Fundraising Event Expenses:* \$ 44,076

7. (2011-52) Concern Foundation requested a permit to solicit via mail from April 1, 2011 through July 9, 2011. Block party to be held at Paramount Studios, Hollywood, on July 9, 2011. Raise funds for the Concern Foundation who funds cancer researchers worldwide.

Estimated Gross: \$ 1 300,000 *Previous Fundraising Event Gross:* \$ 1,258,424
Estimated Expenses: \$ 300,000 *Previous Fundraising Event Expenses:* \$ 306,788

8. (2011-54) City of Hope Board of Governors #1331 requested a permit to solicit via mail, volunteer solicitors, newspapers, radio and television advertising from March 7, 2011 through June 7, 2011. Dinner to be held at the Beverly Hilton Hotel on April 6, 2011. Raise funds for the City of Hope National Medical Center and Beckman Research Institute of the City of Hope, which is dedicated to the prevention, treatment, and the cure of cancer and other life-threatening diseases.

Estimated Gross: \$ 542,000 *Previous Fundraising Event Gross:* \$ N/A
Estimated Expenses: \$ 256,500 *Previous Fundraising Event Expenses:* \$ N/A

9. (2011-55) Youth Renewal Fund requested a permit to solicit via mail and email from March 21, 2011 through June 30, 2011. Cocktail party to be held at Beverly Hills Residence, 707 N. Foothill Dr., Beverly Hills, on June 4, 2011. Raise funds to support Youth Renewal Fund, who provide education for disadvantaged Israeli children.

Estimated Gross: \$ 60,000 *Previous Fundraising Event Gross:* \$ N/A
Estimated Expenses: \$ 45,000 *Previous Fundraising Event Expenses:* \$ N/A

10. (2011-56) SLE Lupus Foundation, dba Lupus LA, requested a permit to solicit via mail, telephone and personal contact from February 15, 2011 through July 1, 2011. Dinner to be held at the Beverly Wilshire Hotel on May 12, 2011. Raise funds for research for the cause and cure for lupus and to provide support services for lupus patients.

<i>Estimated Gross:</i>	<i>\$ 700,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 308,376</i>
<i>Estimated Expenses:</i>	<i>\$ 200,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 107,670</i>

11. (2011-57) OperaWorks requested a permit to solicit via mailed invitations from March 7, 2011 through April 30, 2011. Dinner and concert to be held at the Peninsula Beverly Hills Hotel on April 30, 2011. Raise funds to support OperaWorks educational programs.

<i>Estimated Gross:</i>	<i>\$ 20,700</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 8,322</i>
<i>Estimated Expenses:</i>	<i>\$ 12,510</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 5,470</i>

12. (2011-58) Juvenile Diabetes Research Foundation requested a permit to solicit via mail, phone and personal contact from April 4, 2011 through June 1, 2011. Dinner Gala to be held at the Beverly Hills Hilton Hotel on May 5, 2011. Raise funds for diabetes research.

<i>Estimated Gross:</i>	<i>\$ 1,200,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 1,200,000</i>
<i>Estimated Expenses:</i>	<i>\$ 350,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 350,000</i>

13. (2011-59) Jewish Family Service requested a permit to solicit via mailed invitations and personal contact from March 1, 2011 through May 30, 2011. Dinner to be held at the Beverly Wilshire Hotel on May 19, 2011. Raise funds to support Jewish Family Service programs and services.

<i>Estimated Gross:</i>	<i>\$ 1,000,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 835,000</i>
<i>Estimated Expenses:</i>	<i>\$ 221,992</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 187,000</i>

14. (2011-60) B'nai B'rith International requested a permit to solicit via mail, limited phone calls and personal contact from March 21, 2011 through June 30, 2011. Dinner and Awards Presentation to be held at the Montage Hotel on June 16, 2011. Raise funds to support B'nai B'rith programs that enrich the lives of those in Southern California and around the nation in areas of community service, disaster relief, low-income senior housing, youth education, public action and health awareness.

<i>Estimated Gross:</i>	<i>\$ 200,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 240,000</i>
<i>Estimated Expenses:</i>	<i>\$ 50,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 55,000</i>

15. (2011-62) Looking Above & Beyond Inc. requested a permit to solicit via personal contact and invitation from March 1, 2011 through June 1, 2011. Dinner, silent auction and poker tournament to be held at the Four Seasons Hotel on May 11, 2011. Raise funds for children with special needs.

<i>Estimated Gross:</i>	<i>\$ 200,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ N/A</i>
<i>Estimated Expenses:</i>	<i>\$ 50,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ N/A</i>

16. (2011-63) American Associates, Ben-Gurion University of the Negev requested a permit to solicit via mail, personal contact and telephone from April 4, 2011 through September 27, 2011. Dinner to be held at the Beverly Hills Hilton Hotel on September 11, 2011. Raise funds for scholarships and research at Ben-Gurion University of the Negev in Israel.

<i>Estimated Gross:</i>	<i>\$ 90,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 81,293</i>
<i>Estimated Expenses:</i>	<i>\$ 80,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 53,100</i>

17. (2011-64) The Jeffrey Foundation requested a permit to solicit via mail, phone calls, e-mails, and advertising from April 1, 2011 through May 12, 2011. Dinner/reception to be held at 408 North Rodeo on May 12, 2011.

<i>Estimated Gross:</i>	<i>\$ 10,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 9,920</i>
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Estimated Expenses: \$ 4,925 *Previous Fundraising Event Expenses:* \$ 4,204

18. (2011-65) Jewish Vocational Service requested a permit to solicit via mailed invitations and personal contact from April 1, 2011 through May 20, 2011. Networking luncheon to be held at the Beverly Hills Hilton Hotel on May 19, 2011. Raise funds to showcase the partnership between the business community and Jewish Vocational Service (JVS).

Estimated Gross: \$ 325,000 *Previous Fundraising Event Gross:* \$ 319,492
Estimated Expenses: \$ 60,000 *Previous Fundraising Event Expenses:* \$ 53,579

19. (2011-67) Friends of Greystone requested a permit to solicit via mail and personal contact from March 1, 2011 through April 30, 2011. Dinner to be held at the Beverly Hills Women's Club on April 13, 2011. Raise funds for volunteer recognition event.

Estimated Gross: \$ 3,000 *Previous Fundraising Event Gross:* \$ N/A
Estimated Expenses: \$ 0 *Previous Fundraising Event Expenses:* \$ N/A

20. (2011-68) The Museum of Contemporary Art requested a permit to solicit via mailed invitations and follow-up by phone from February 21, 2011 through March 30, 2011. Luncheon to be held at the Beverly Hills Hotel on March 31, 2011. Raise funds for Museum of Contemporary Art Education.

Estimated Gross: \$ 125,000 *Previous Fundraising Event Gross:* \$ 100,000
Estimated Expenses: \$ 40,000 *Previous Fundraising Event Expense:* \$ 54,150

21. (2011-69) Affordable Living for the Aging requested a permit to solicit via mail, phone and personal contact from March 11, 2011 through July 1, 2011. Dinner to be held at the Beverly Wilshire Hotel on June 10, 2011. Raise funds to support various programs Affordable Living for the Aging provides to low-income seniors enabling them to remain independent longer.

Estimated Gross: \$ 350,000 *Previous Fundraising Event Gross:* \$ 297,000
Estimated Expenses: \$ 135,000 *Previous Fundraising Event Expenses:* \$ 139,758

22. (2011-70) The Maple Counseling Center requested a permit to solicit via mailed invitations, personal contact and posted signs in the community from April 11, 2011 through August 31, 2011. Reception, film screening and car drawing to be held at The Academy of Motion Picture Arts and Sciences on June 2, 2011. Raise funds to support operating expenses of The Maple Counseling Center.

Estimated Gross: \$ 111,000 *Previous Fundraising Event Gross:* \$ 113,800
Estimated Expenses: \$ 41,132 *Previous Fundraising Event Expenses:* \$ 32,942.33

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

TAB

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

1. (2009-75) Facing History and Ourselves – Receipt of Outstanding Pledges
2. (2009-82) Jewish Vocational Service – In response to correspondence
3. (2009-95) National Coalition of Professionals Against Crime, Inc. – In response to Compliance Order
4. (2009-58) Marvin D. Iannone Beverly Hills Police Foundation – Receipt of Outstanding Pledges (1 of 4)
5. (2009-140) Fulfillment Fund- Revised Financial Statement (re: Outstanding Pledges)
6. (2009-155) The Jane Goodall Institute – Write off of Outstanding Pledges

7. (2010-65, 65A, 173, 173A) Westside Guild of Children's Hospital – Response to email request for Financial Statement
8. (2010-92) 100 Black Men of Los Angeles – Revised Financial Statement
9. (2010-105) Fulfillment Fund- Revised Financial Statement (re: Outstanding Pledges)
10. (2010-152) Los Angeles Chamber Orchestra
11. (2010-161) Facing History and Ourselves – Receipt of Outstanding Pledges
12. (2010-174) Friends of the Beverly Hills Library
13. (2011-38) Healing Arts Reaching Kids (HARK)
14. (2010-163) The Caucus of Producers, Writers and Directors – In response to Letter of Warning
15. (2011-11) Los Angeles Philharmonic – Business and Professional Committee
16. (2011-2) Beit T'Shuvah – Response to email request for Financial Statement

Commission directed staff to change order of FS.

TAB

3. *Review of 2009, 2010 & 2011 Financial Statement logs (distributed via email)*

Commission directed staff to print logs and add to next month's packets.

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. (07-187) Julien's Auctions
Permit expired 01/31/08
3. (07-177) GLASS Youth & Family Services
Permit expired 10/28/07
4. (07-8) United States Mission
Permit expired 05/01/07
5. (06-63) Children's Cancer Research Fund
Permit expired 04/30/06
6. (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. (09-143) 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. (09-177) National Charity League, Inc. San Fernando Valley Chapter
Event date 11/28/09
- 79. (09-190) Pepperdine University
Event date 10/22/09
- 80. (09-193) Pen Center USA West
Event date 12/02/09
- 81. (09-195) Girls Incorporated
Event date 11/16/09
- 82. (09-XXX) 100 Black Men of Los Angeles, Inc. – Application was received after the event, no permit was issued.
Event date 10/16/2009
- 83. (2010-92) 100 Black Men of Los Angeles, Inc.
Event date 10/15/2010
- 84. (2010-6) City of Hope Sportsmen's Club #0039
Event date 11/20/10
- 85. (2010-17) Pepperdine University School of Law
Event date 03/06/2010
- 86. (2010-28) Beverly Hills CPR
Event date 02/26/2010-05/28/2010
- 87. (2010-47) The Neuromuscular Disease Foundation
Event date 03/20/2010
- 88. (2010-128) The Jeffrey Foundation
Event date 09/25/2010
- 89. (2010-145) Citizenship Education Fund
Event date 10/07/2010
- 90. (2010-156) Coalition for At Risk Youth (CARRY)
Event date 12/3/2010
- 91. (2010-187) Beverly Hills Meals on Wheels
Monetary Drive

Commission directed staff to review listed organizations.

TAB

4. COMPLIANCE ORDER LOG

TAB

5. 2011 MEETING DATES

COMMISSIONER'S COMMENTS/REPORT

Commissioner Raffel briefed Commission on this morning's Mayor's Cabinet Meeting.

ADJOURNMENT

Chair adjourned meeting at 12:05 p.m.



FINE ART COMMISSION
REGULAR MEETING
SYNOPSIS

Thursday, April 21, 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 4:05 PM.
ROLL CALL

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

Absent: None

1. COMMISSION MINUTES

Minutes of March 17, 2011 approved with two corrections.

REPORT BY CHAIR

Chair Friedman reported on the Mayor's Cabinet Meeting for April 13th, 2011.

2. REPORT BY FINE ART COMMISSION STAFF LIAISON

Staff reported on the IT application on the phones that allows any individual with an iPhone to conduct a personalized tour of Public Art in Beverly Hills; the Droid eventually will also be a platform for this app. *** Council Liaisons have been assigned to the Fine Art Commission; they are, Councilmember Mirisch and Councilmember Bosse. *** Affaire in the Gardens Public Art Tours will be available during the event, May 21 and 22nd. Staff is having people sign up ahead of time. There will be a tour at 1pm and 2pm both days. The 1pm tour will be just Public Art installations in Beverly Gardens Park and the 2pm tour will be of the artists who are at the Affaire In The Gardens as vendors. *** The Commissioners chose to go dark for December only in 2011. *** Fine Art Fund update is unchanged from previous month. *** May 9th is the deadline for materials to be included in next month's packet.

CONTINUED AND NEW BUSINESS

3. Proposal for Acquisition of Historic Greystone Murals

Friends of Greystone Historian/Archivist Katherine Timme, and Chair of FOG's Restoration Committee, provided information on a proposal to acquire mural panels created by 1920's artist John Frost, which were originally installed in Greystone Mansion's card room from 1927 to 1938. The Commissioners expressed great interest in this project.

Motion: Commissioner Shepard moved to table the discussion as well as the vote on this proposal until such time that Friends of Greystone are able to perform their due diligence with regard to the outstanding issues as they relate to the acquisition of these murals; i.e., appraisal, authentication, cost of restoration, final asking price, and what other City organizations or Commissions are willing to participate in the project, etc.

Vice Chair Smooke seconded the motion.

AYES: Commissioners Potter, Pressman, Chalom and Chair Friedman.

NOES: None

CARRIED (6/0)

4. Proposed Installation Locations for Joel Shapiro Sculpture

Fine Art Commission Staff reported on the feasibility of siting the replacement Joel Shapiro piece on the lawn at the south side of Santa Monica Blvd. east of Crescent Drive (north side of City Hall).

Motion: Commissioner Pressman moved that we bring to City Council the selected location of the Joel Shapiro sculpture as being the green space at Santa Monica Blvd. east of Crescent Drive.

Commissioner Potter seconded the motion.

AYES: Commissioners Shepard, Chalom, Vice Chair Smooke, and Chair Friedman.

NOES: None

CARRIED (6 – 0)

5. Proposal for Loaned Exhibit

The Paul Kasmin Gallery has submitted a proposal for an exhibition of outdoor sculptural pieces by the French artists known collectively as Les Lalanne. The Commission chose to postpone any formal action on this proposal to allow Staff to research some of the issues that could potentially impact the decision.

UNFINISHED BUSINESS/COMMENTS BY COMMISSIONERS/STAFF .

Staff brought forth a concept introduced by Commissioner Pressman which is being developed by artist Eric Fischl to gather together various artists, taking their art to the people in big rigs , The America; Now and Here, and travelling all over the US. Staff will explore this idea further, and gather information. Chair Friedman will contact a Gallery owner who reps Fischel to find out where one might start to gather more information with regard to this project.

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.) none

Recreation & Park Commission Liaisons (**Friedman**, Smooke) none

ORAL COMMUNICATIONS FROM THE AUDIENCE

ADJOURNMENT

The meeting was adjourned at 6:04 p.m.

**HUMAN RELATIONS COMMISSION
REGULAR MEETING**

**SYNOPSIS
Thursday, April 21, 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, Ginsburg, Sherman, Linder, Nazarian
Absent: None

CONSIDERATION OF MINUTES

1. Minutes of March 17, 2011

MOVED by Meshkaty, SECONDED by Yousem to approve as revised (7/0)

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

ORAL COMMUNICATION FROM THE AUDIENCE

Beverly Hills resident, Lorraine Althea, addressed the Commission regarding landlord/tenant issues and a request for assistance in obtaining a police report.

CONTINUED AND NEW BUSINESS

Tab 2. COMMISSION REPORTS:

HRC LIAISON

- ◆ Dr. Brian Goldberg of the Beverly Hills Unified School District presented a report on updates on the results of budget cuts and recruitment of a new superintendent at the District.
- ◆ Lt. Joe Chirillo of the Beverly Hills Police Department gave a hate crime report and circulated photos of a swastika engraved on a cement sidewalk; and responded to a commissioner question about how the current noise ordinance has been enforced.

ADMINISTRATOR

Latta updated the commissioners on the following items:

1. Library's Food for Fines program April 10-17, 2011
2. New Edition of Brown Act July 2010
3. HRC Noise Regulation Public meetings May 9, 7:00 pm and May 24 9:15 am in Council Chambers.
4. HRC Work Plan Priority List
5. Furloughs cancelled for the remaining of FY 2010-11

MOVED by Meshkaty, SECONDED by Pease that the Human Relations Commission participates in the car drawing and movie screening event with The Maple Counseling Center and the Beverly Hills Sister Cities for the June 2, 2011 event by sending an email blast, having a speaker there if possible, and presenting the Civility Statement. (7/0)

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

CHAIR

- ◆ Chair Nazarian gave a report on the April 13th Mayor's cabinet meeting.

Tab 3. OVERVIEW OF CURRENT AND PENDING AGENDA ITEMS TO BE CONSIDERED BY THE HUMAN RELATIONS COMMISSION:

Staff and commissioners reviewed pending work items.

Tab 4. LOS ANGELES COUNTY COMMISSION ON HUMAN RELATIONS 2009 HATE CRIME REPORT:

Marshall Wong, Hate Crime Coordinator with the Los Angeles County Commission on Human Relations, presented the 2009 Hate Crime report.

Tab 5. HUMAN RELATIONS COMMISSION AWARDS PROPOSAL:

MOVED by Meshkaty, SECONDED by Linder to approve the establishment of a Human Relations Commission Award and for the ad hoc committee to work out the details and bring the discussion back to a following meeting. (7/0)

5-minute break

Tab 6. REVIEW OF PROCESS AND PROTOCOL FOR NOISE REGULATION CITY MEETINGS:

Staff and commissioners discussed the protocol at the April 13, 2011 Noise Regulation hearing and preparation for the second meeting on May 9, 2011.

Tab 7. CITY OF BEVERLY HILLS LIBRARY RENOVATION:

Nancy Hunt-Coffey, Assistant Director of Community Services, gave a presentation on the planned Library renovation scheduled for later this year.

Tab 8. CITY COUNCIL LIAISONS TO THE HUMAN RELATIONS COMMISSION:

Administrator Latta announced that Mayor Barry Brucker and Councilmember Lili Bosse have been appointed as the new City Council liaisons to the Human Relations Commission.

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

Chair Nazarian adjourned the meeting at 12:07 p.m.

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

HEALTH AND SAFETY COMMISSION REGULAR MEETING

April 25, 2011

4:00 p.m.

The meeting was called to order at 4:03 p.m.

A. ROLL CALL

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

Commissioners Absent: Millan, Kopeikin

Staff: P. Mottice Muller, K. Ryan, N. Otazu, T. May

B. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Commissioner Setian

C. COMMISSION MINUTES

- Consideration of minutes of March, 28, 2011.

MOVED by Aronberg, SECONDED by Seidel to approve the minutes of the meeting on February 28, 2011 (5/0)

Ayes: Aronberg, Seidel, Setian, Landau, Judelson

Noes: None

Absent: Millan, Kopeikin

CARRIED.

D. ORAL COMMUNICATIONS FROM THE AUDIENCE

Beverly Hills resident Ilona Sherman brought to the Commission's attention her concern regarding toxic waste items, batteries, etc. being thrown away in dumpsters. The Commission voted to have staff from Public Works attend the next meeting to discuss this issue.

Councilmember Gold noted that at a future time, he'd like the Commission to look at the possibility of utilizing local surgery centers during the event of a disaster. He also thanked the Commission for their time and hard work.

E. REPORT FROM THE CHAIRPERSON

- Mayor's Cabinet Meeting – April 13, 2011 - Chair Landau reviewed the items which were discussed by the other Commissions at the Mayor's Cabinet Meeting.
- Other items of interest - None

F. DIRECTOR'S REPORT

REPORT FROM MYRA LURIE, BEVERLY HILLS SCHOOL DISTRICT BOARD MEMBER

Ms. Lurie reported on recent school board items related items

Director Mottice Muller noted that Fire Service Day will take place on May 14th from 1:00 to 4:00 p.m.

Director Mottice Muller explained City of Beverly Hills backpack program to the Commissioners.

She also briefly discussed that the Department of Homeland Security's new Terror Advisory system. The old color coded system will no longer be used and alerts will now relate to specific areas and include information on the threat.

Director Mottice Muller reviewed the GETS card program, which allows users to make phone calls on landlines during a disaster if phone lines are down. Employees and Commissioners were asked to make a test call utilizing the cards to practice.

- INFORMATION ONLY:
 - a) When It Rocks... Are You Ready to Roll? Pledge Sheet
 - b) Courier Articles
 - c) CPR Newsletter – April
 - d) Commission Calendar

- OTHER ITEMS - none

G. NEW BUSINESS

1. MOBILE FOOD FACILITY LETTER GRADE SYSTEM
Nestor Otazu, Manager of Community Preservation, reported to the Commission on a proposed new ordinance from Los Angeles County regarding the letter grading system for Mobile Food Facilities. Mr. Otazu reviewed the major points of the ordinance regarding mobile food facilities, and explained that an updated ordinance will go to City Council for approval early in FY 2011-12. Mr. Otazu stated that he will come before the Commission again with this item closer to the time that it will be voted on by the City Council.

2. NEIGHBORHOOD WATCH ZONE MEETING FOLLOW UP
Commissioners had a discussion about the results of the Neighborhood Watch Meeting which took place on Saturday April 9th. The main points of this discussion will be forwarded to Officer Chase.

3. NEIGHBORHOOD WATCH /EARTH DAY RAFFLE
Commissioners randomly drew three of the people who signed up to receive more information on the Neighborhood Watch Program at the April 9th Neighborhood Watch Program and the City's Earth Day event on April 10th. The three winners will each receive a maglite flashlight.

4. ROTARY PROJECT
Commissioners had a discussion regarding possible health and safety-related projects that Rotary could possibly take on. Consensus was that Rotary could assist in reinstating the City's CERT program.

5. HEALTH AND SAFETY AWARDS
The Health and Safety Awards will be presented at the May 24th City Council formal meeting.

6. CONFLICT WITH DECEMBER 2011 MEETING LOCATION
Commissioners agreed that the December meeting will take place in the Municipal Gallery.

H. COMMENTS FROM COMMISSIONERS

Vice Chair Judelson represented the Commission at the Volunteer Recognition event on April 13th. Commissioner Setian attended the "Baker to Vegas" relay race in Las Vegas on April 21 and 22, 2011, where the Beverly Hills Police Department representatives participated in the race and placed third.

I. ADJOURNMENT

There being no further business, Chair Landau, with the consent of the Commission, adjourned the meeting at 6:05 p.m.

**RECREATION AND PARKS COMMISSION
REGULAR MEETING**

SYNOPSIS

**Tuesday, April 26, 2011
2:00 p.m.
City Hall Conference Room 280-A
455 North Rexford Dr. Beverly Hills, CA 90210**

The meeting was called to order at 2:03 pm.

ROLL CALL

Commissioners present: Anderson, Gersh, Rothner, Block
Staff Present: Zoet, Angel, Meyerowitz, Pfalzgraf, Knebel

*Howard L. Rosoff & Simone Friedman were present

CONSIDERATION OF MINUTES

1. Regular Meeting of Tuesday, March 22, 2011

MOVED by Anderson, SECONDED by Gersh to approve as presented. (4/0)

AYES: Anderson, Gersh, Rothner, Block

ABSENT: None
ABSTAIN: None
CARRIED

ORAL COMMUNICATION FROM THE AUDIENCE – None

NEW BUSINESS/STAFF REPORTS/CORRESPONDENCE

2. UCLA Service Learning Experience – Presentation

Teri Angel conveyed that the UCLA students could not make the Commission meeting today and they will be re-scheduled for a later date.

3. Volunteer Recognition Event – Update

Jane Dorman-Winston reported that the volunteer recognition event that took place on April 13th at the Beverly Hills Women's Club was a great success with 117 attendees.

4. Taste of LA – Update

Staff reported that the portion of the "Taste Event" utilizing La Cienega Park had been rescinded but the events taking place at 9900 Wilshire Blvd and Rodeo Drive were still scheduled.

Comments from Howard L. Rosoff and Dr Julian Gold.

5. Off-Leash Dog Area Concept

Staff provided a detailed report in the Commission packet per Commission's request for information.

MOVED by Gersh, SECONDED by Rothner to have Staff not pursue using Field # 3 at La Cienga Park for purposes of a dog park but to look for other alternatives for discussion as well as consider forming an Ad Hoc Committee. (4/0)

AYES: Anderson, Gersh, Rothner, Block

ABSENT: None
ABSTAIN: None
CARRIED

6. Unveiled Bridal Fair – Update

Director Zoet provided an evaluation about the March 28th Bridal Event held at Beverly Canon Gardens.

7. Angelo Drive Ficus Street Tree Master Plan – Replacement Recommendation

Parks and Urban Forest Manager Ken Pfalzgraf presented a PowerPoint detailing the process to replace the Ficus trees on Angelo Drive.

Angelo Drive Resident Leslie Shlecter presented photos and discussed the damage that has been done to her drainage pipes due to the roots of the Ficus trees. She voiced her support of the project to bring back the beauty of the street by planting sensible trees.

MOVED by Anderson, SECONDED by Gersh to approve Angelo Drive Ficus Street Master Plan to be presented to Council on May 24, 2011.

AYES: Anderson, Gersh, Rothner, Block

ABSENT: None
ABSTAIN: None
CARRIED

8. Lasky Drive Ficus Street Tree Master Plan

Parks and Urban Forest Manager Ken Pfalzgraf reported that the replacement tree planting is almost complete.

9. CIP – Report

Director of Community Services Steve Zoet gave a brief update on the following Capital Improvement Projects (CIP):

- Greystone Mansion HVAC System
- Gateway Signage Project
- Roxbury Community Center

10. Director's Report

Director of Community Services Steve Zoet provided the Commission with updates on the following:

- Beverly Hills Adult School
- Arbor Day 2011
- Greystone Mansion Concours d'Elegance Update
- Outdoor Fitness Equipment Demonstration
- Meeting with the School District Consultants re: their Strategic Plan
- Budget Update
- Calendar 2011 Meeting Dates (provided)
- Event Calendar (provided with event flyers)
- Outdoor Cinema Food Fest – Saturday, August 20th, 7 pm – 9 pm La Cienega Park

MOVED by Rothner, SECONDED by Gersh to approve Director's Report as presented. (4/0)

AYES: Anderson, Gersh, Rothner, Block

ABSENT: None
 ABSTAIN: None
CARRIED

11. Presentation to Outgoing Recreation and Parks Commission Vice Chair and Vice Chair Rotation

Outgoing Commissioner Kathi Rothner was presented with a plaque noting her positions as Chairperson, Vice Chairperson and Commissioner for Recreation and Parks from October 2004 through April 2011.

UNFINISHED BUSINESS/COMMENTS BY COMMISSIONERS INCLUDING TOPICS FOR FUTURE AGENDAS

Parks and Urban Forest Manager Ken Pfalzgraf received a letter from a resident on Peck Drive regarding the performance of replacement trees selected through a ballot process in 1996. Staff will continue to keep the commission apprised. He also reported on the Prop A Maintenance Fund Project replacing the decomposed granite path way in Beverly Gardens. End caps with the City Seal are being installed at each intersection.

AD HOC CHAIRPERSON REPORTS

12. Commission Ad Hoc

- a. City Council Liaison/Mayor's Cabinet (Block/Rothner) : Chairperson Block gave a brief report on the Mayor's Cabinet Meeting.
- b. Beverly Canon Gardens (Block/Rothner) : No discussion

- c. Farmers' Market (Rothner/Anderson) : No discussion.
- d. Fine Arts (Rothner/Gersh) : No discussion.
- e. Gateway Signage Project (Block/Anderson) 3-D model presented to Commissioners.
- f. Gifting Concept (_____/Anderson) : No discussion.
- g. Greystone Park (Gersh/Anderson) Fabulous event taking place on May 1, 2011 - Concourse d'Elegance.
- h. Master Plan for La Cienega and Roxbury Parks (Block/_____) Director discussed.
- i. Seniors/Volunteers (_____/Gersh) Staff reported.
- j. Special Events/Concert Series (Rothner/Gersh) No discussion.
- k. Sports (Block/_____) No discussion.
- l. Street Tree Master Plan (_____/Anderson) Staff reported.
- m. Teens (Rothner/Gersh): Teen Leadership Day was a success.

ADJOURNMENT

Chairperson Block adjourned the meeting at 5:02 p.m.

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

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

**Thursday, May 5, 2011
1:00 p.m.**

SYNOPSIS

OPEN MEETING

ROLL CALL AT 1:15 PM

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

Commissioners Absent: None.

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 the Mayor's Cabinet meeting

CONSIDERATION OF MINUTES

1. Minutes of the April 7, 2011 Meeting.

***Strauss/Szabo, 5-0.
Approved as Presented.***

CONSENT ITEMS – PUBLIC HEARINGS

None.

CONTINUED ITEMS – PUBLIC HEARINGS

2. **302 North Palm Drive (PL# 103 7600)**
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 south of Santa Monica Boulevard at **302 North Palm Drive.**

To be continued to the meeting of June 2, 2011 by Order of the Chair.

3. 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, north of Santa Monica Boulevard at 706 Alpine Drive.

To be continued to the meeting of June 2, 2011 by Order of the Chair.

4. 151 North Wetherly Drive (PL#110 3878)

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 151 North Wetherly Drive.

Szabo/Strauss, 5-0. That the resolution conditionally approving the R-1 Design Review Permit be approved as amended.

NEW BUSINESS - PUBLIC HEARINGS

None.

PREVIEW ITEMS – PUBLIC INPUT PERMITTED

5. 520 North Roxbury Drive (PL#110 4873)

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, north of Santa Monica Boulevard at 520 North Roxbury Drive.

No Action was taken on this item.

COMMUNICATIONS FROM THE DESIGN REVIEW COMMISSION

- Meeting Recap Discussion
- Code Amendments Discussion

COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT

- Report from the City Planner

ADJOURNED AT 4:45 PM