

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

CHARITABLE SOLICITATIONS COMMISSION SPECIAL MEETING

**March 7, 2012
11:00 a.m.**

The meeting was called to order at 11:09 a.m.

A. ROLL CALL

Commissioners Present: Vice Chair Kaye, Henning, Block, Roston

Commissioners Absent: Chair Lillian Raffel

Staff: Erick Lee, S. Gelfman

B. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Commissioner Roston

C. COMMISSION MINUTES

MOVED by, SECONDED by to approve the minutes of the meeting on February 7, 2012 (4/0), as amended.

Ayes: Kaye, Block, Roston, Henning

Noes: None

Absent: Raffel

CARRIED

D. ORAL COMMUNICATIONS FROM THE AUDIENCE

None.

E. REPORT FROM THE CHAIRPERSON

Mayor's Cabinet Meeting – February 8, 2012 – No Report

Mayor's Cabinet Meeting – March 14, 2012 – No Report

F. CONTINUED BUSINESS

I. Resident newsletter update – *Revise outline and add information to next printing*

G. NEW BUSINESS

I. Requests within Normal Filing Period

1. (2012-18) The Colleague Helpers in Philanthropic Service (C.H.I.P.S.) requested a permit to solicit via mail from April 2, 2012 through June 1, 2012. Luncheon to be held at the Montage Hotel on May 18, 2012. Raise funds for Children's Institute, Inc.

<i>Estimated Gross:</i>	<i>\$ 100,000</i>	<i>Previous Fundraising Event Gross:</i>	<i>\$ 96,674</i>
<i>Estimated Expenses:</i>	<i>\$ 30,000</i>	<i>Previous Fundraising Event Expenses:</i>	<i>\$ 25,414.93</i>

2. (2012-20) Beverly Hills Police Officers Association requested a permit to solicit via mail, phone, email, fax and personal contact from May 7, 2012 through November 6, 2012. Dinner and auction to be held at the Beverly Hilton Hotel on November 5, 2012. Raise funds for the Beverly Hills Police Officers Medical Trust Fund and Scholarship Fund.

<i>Estimated Gross:</i>	\$ 600,000	<i>Previous Fundraising Event Gross:</i>	\$ 725,094
<i>Estimated Expenses:</i>	\$ 225,000	<i>Previous Fundraising Event Expenses:</i>	\$ 188,152.83

3. (2012-25) The Jeffrey Foundation requested a permit to solicit via mail, email, phone and newspaper from April 2, 2012 through May 4, 2012. Dinner to be held at the Olympic Collection, 11301 Olympic Blvd. #204 in Los Angeles on May 4, 2012. Raise funds for therapeutic, educational and recreational programs, including summer camp scholarships for special needs children.

<i>Estimated Gross:</i>	\$ 30,000	<i>Previous Fundraising Event Gross:</i>	\$ 21,622
<i>Estimated Expenses:</i>	\$ 14,362	<i>Previous Fundraising Event Expenses:</i>	\$ 4,035

4. (2012-27) One Voice requested a permit to solicit via mail from April 16, 2012 through July 15, 2012. Kidstock, a music and art festival for children, to be held at Greystone Mansion in Beverly Hills on June 3, 2012. Raise funds to provide goods and services to the underprivileged.

<i>Estimated Gross:</i>	\$ 290,000	<i>Previous Fundraising Event Gross:</i>	\$ 291,548
<i>Estimated Expenses:</i>	\$ 125,000	<i>Previous Fundraising Event Expenses:</i>	\$ 122,572

5. (2012-35) Epilepsy Foundation of Greater Los Angeles requested a permit to solicit via mail, email, website, phone and personal contact from March 13, 2012 through July 13, 2012. Dinner to be held at the Beverly Wilshire Hotel on June 5, 2012. Raise funds for epilepsy research, specialty care and programs that care for and connect children with epilepsy and their families.

<i>Estimated Gross:</i>	\$ 950,000	<i>Previous Fundraising Event Gross:</i>	\$ 953,143
<i>Estimated Expenses:</i>	\$ 200,575	<i>Previous Fundraising Event Expenses:</i>	\$ 218,857

6. (2012-38) Friends of Sheba Medical Center requested a permit to solicit via invitation and personal contact from March 21, 2012 through March 21, 2012. Lecture to be held at 602 Walden Drive in Beverly Hills on March 21, 2012. Raise funds for pediatric cancer research.

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

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.

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

1. (2012-15) John Wayne Cancer Institute Auxiliary requested a permit to solicit via mail, phone and personal contact from January 23, 2012 through April 21, 2012. Dinner, auction and opportunity drawing to be held at the Beverly Hilton Hotel on April 21, 2012. Raise funds for research at the John Wayne Cancer Institute.

<i>Estimated Gross:</i>	\$ 750,000	<i>Previous Fundraising Event Gross:</i>	\$ 597,739
<i>Estimated Expenses:</i>	\$ 260,000	<i>Previous Fundraising Event Expenses:</i>	\$ 329,352

2. (2012-16) Catholic Charities of Los Angeles Inc. DBA Good Shepherd Center for Homeless Women and Children requested a permit to solicit via mail, phone and personal contact from January 23, 2012 through March 17, 2012. Dinner and auction to be held at the Beverly Hilton Hotel on March 17, 2012. Raise funds for expenses associated with providing food, shelter and supportive services to homeless women and children.

Estimated Gross: \$ 500,000 *Previous Fundraising Event Gross:* \$ 338,475
Estimated Expenses: \$ 93,300 *Previous Fundraising Event Expenses:* \$ 83,732

3. (2012-17) The Collegues requested a permit to solicit via mailed invitations from March 5, 2012 through April 17, 2012. Luncheon to be held at the Beverly Wilshire Hotel on April 17, 2012. Raise funds for Children's Institute Inc.

Estimated Gross: \$ 300,000 *Previous Fundraising Event Gross:* \$ 627,217.80
Estimated Expenses: \$ 102,000 *Previous Fundraising Event Expenses:* \$178,396

4. (2012-19) Beverly Hills Police Officers Association requested a permit to solicit via mail, phone, fax, email and personal contact from February 2, 2012 through January 31, 2013. Monetary Drive. Raise funds for the Beverly Hills Police Officers Association.

Estimated Gross: \$ 15,000 *Previous Fundraising Event Gross:* \$ 6,877
Estimated Expenses: \$ 1,000 *Previous Fundraising Event Expenses:* \$ 439.68

5. (2012-21) Beverly Hills Education Foundation requested a permit to solicit via mail, phone, flyers and advertising from March 1, 2012 through June 1, 2012. Dinner and auction to be held at the Beverly Hilton Hotel on May 24, 2012. Raise funds for the Beverly Hills Unified School District.

Estimated Gross: \$ 200,000 *Previous Fundraising Event Gross:* \$ 339,715
Estimated Expenses: \$ 85,000 *Previous Fundraising Event Expenses:* \$ 136,974

6. (2012-22) Looking Above & Beyond Inc. requested a permit to solicit via invitation and personal contact from February 15, 2012 through April 24, 2012. Dinner, poker tournament and auction to be held at the Beverly Hills Hotel on April 24, 2012. Raise funds for children with special needs.

Estimated Gross: \$ 200,000 *Previous Fundraising Event Gross:* \$ 218,000
Estimated Expenses: \$ 70,000 *Previous Fundraising Event Expenses:* \$ 70,000

7. (2012-23) International Documentary Association requested a permit to solicit via website, email, and personal contact from February 7, 2012 through February 26, 2012. Film screening to be held at the WGA Theater, 135 S. Doheny Drive in Beverly Hills on February 25, 2012. Raise funds for the International Documentary Association.

Estimated Gross: \$ 25,000 *Previous Fundraising Event Gross:* \$ 21,222.47
Estimated Expenses: \$ 10,000 *Previous Fundraising Event Expenses:* \$ 8,721.57

8. (2012-24) Tower Cancer Research Foundation requested a permit to solicit via mail, phone and personal contact from February 20, 2012 through June 20, 2012. Dinner to be held at the Beverly Hilton Hotel on May 20, 2012. Raise funds for cancer research and development of cancer treatments. To expand patient support services and promote community education.

Estimated Gross: \$ 790,000 *Previous Fundraising Event Gross:* \$ 880,068
Estimated Expenses: \$ 275,000 *Previous Fundraising Event Expenses:* \$ 222,604

9. (2012-26) CLARE Foundation Inc. requested a permit to solicit via mail, email, website and personal contact from March 1, 2012 through August 1, 2012. Art auction to be held at the Bergamot Station Arts Center on June 10, 2012. Raise funds to support CLARE's programs and services for people in recovery from drug and alcohol addiction.

Estimated Gross: \$ 50,000 *Previous Fundraising Event Gross:* \$ 361,715
Estimated Expenses: \$ 20,900 *Previous Fundraising Event Expenses:* \$ 57,695

10. (2012-28) The Jewish Federation of Greater Los Angeles requested a permit to solicit via internet and personal contact from February 12, 2012 through June 30, 2012. Luncheon to be held at the Beverly Wilshire Hotel on February 22, 2012. Raise funds to support the Jewish Federation's strategic initiatives of community engagement, caring for Jews in need and ensuring the Jewish future.

Estimated Gross: \$ 1,000,000 *Previous Fundraising Event Gross:* \$ 1,431,020
Estimated Expenses: \$ 84,000 *Previous Fundraising Event Expenses:* \$ 136,582

11. (2012-29) The Jewish Federation of Greater Los Angeles requested a permit to solicit via internet and personal contact from February 12, 2012 through June 30, 2012. Dinner to be held at the Beverly Wilshire Hotel on May 8, 2012. Raise funds to support the Jewish Federation's strategic initiatives of community engagement, caring for Jews in need and ensuring the Jewish future.

Estimated Gross: \$ 1,000,000 *Previous Fundraising Event Gross:* \$ N/A
Estimated Expenses: \$ 204,400 *Previous Fundraising Event Expenses:* \$ N/A

- 12 (2012-30) The Jewish Federation of Greater Los Angeles requested a permit to solicit via internet and personal contact from February 13, 2011 through June 30, 2011. Luncheon to be held at the Beverly Wilshire Hotel on April 13, 2011. Raise funds to support the Jewish Federation's programs and services.

Estimated Gross: \$ 1,300,000 *Previous Fundraising Event Gross:* \$ N/A
Estimated Expenses: \$ 137,000 *Previous Fundraising Event Expenses:* \$ N/A

- 13 (2012-31) Entertainment Industry Foundation requested a permit to solicit via mail and phone from February 8, 2012 through May 4, 2012. Dinner to be held at the Beverly Hilton Hotel on April 18, 2012. Raise funds for EIF's Women's Cancer Research Fund.

Estimated Gross: \$ 1,250,000 *Previous Fundraising Event Gross:* \$ 1,086,578
Estimated Expenses: \$ 300,000 *Previous Fundraising Event Expenses:* \$ 221,138

- 14 (2012-32) Big Brothers Big Sisters of Greater Los Angeles requested a permit to solicit via mail, email, phone, website and newspaper from February 17, 2012 through April 6, 2012. Luncheon to be held at the Beverly Hills Hotel on March 23, 2012. Raise funds to support BBBSGLA's mission to provide children facing adversity with strong and enduring professionally supported one-to-one mentoring relationships that change their lives.

Estimated Gross: \$ 100,000 *Previous Fundraising Event Gross:* \$ 153,525
Estimated Expenses: \$ 65,000 *Previous Fundraising Event Expenses:* \$ 69,657

- 15 (2012-33) Partners in Care Foundation requested a permit to solicit via mail, phone and personal contact from January 3, 2012 through May 15, 2012. Dinner to be held at the Beverly Hills Hotel on May 14, 2012. Raise funds to support Partners in Care Foundation programs.

Estimated Gross: \$ 370,000 *Previous Fundraising Event Gross:* \$ 468,027

Estimated Expenses: \$ 122,000 Previous Fundraising Event Expenses: \$ 162,207

- 16 (2012-34) United Friends of the Children requested a permit to solicit via mail, email and phone from February 6, 2012 through May 22, 2012. Dinner to be held at the Beverly Hilton Hotel on May 21, 2012. Raise funds for United Friends of the Children programs that support Los Angeles County foster youth in their journey to become independent adults.

Estimated Gross: \$ 1,500,000 Previous Fundraising Event Gross: \$ 1,500,000
Estimated Expenses: \$ 174,580 Previous Fundraising Event Expenses: \$ 152,557

- 17 (2012-36) Motion Picture & Television Fund requested a permit to solicit via advertisement, mail, phone and personal contact from January 10, 2012 through March 15, 2012. Party to be held at the Beverly Hills Hotel on February 25, 2012. Raise funds for the Motion Picture & Television Fund's programs and services.

Estimated Gross: \$ 5,150,000 Previous Fundraising Event Gross: \$ 6,300,000
Estimated Expenses: \$ 1,000,000 Previous Fundraising Event Expenses: \$ 1,000,000

- 18 (2012-37) Cedars Sinai Sports Spectacular requested a permit to solicit via mail and personal contact from February 20, 2012 through June 20, 2012. Dinner to be held at the Hyatt Regency Century Plaza Hotel on May 20, 2012. Raise funds for Medical Genetics Institute at Cedars Sinai Medical Center.

Estimated Gross: \$ 1,500,000 Previous Fundraising Event Gross: \$ 1,273,138
Estimated Expenses: \$ 600,000 Previous Fundraising Event Expenses: \$ 615,912

- 19 (2012-39) Simon Wiesenthal Center Inc. requested a permit to solicit via mail, phone, invitations and personal contact from February 20, 2012 through June 15, 2012. Dinner to be held at the Beverly Hilton Hotel on May 23, 2012. Raise funds for the Simon Wiesenthal Center.

Estimated Gross: \$ 1,600,000 Previous Fundraising Event Gross: \$ 1,600,010
Estimated Expenses: \$ 300,000 Previous Fundraising Event Expenses: \$ 321,634.89

20. (2012-40) The Jewish Federation of Greater Los Angeles requested a permit to solicit via internet and personal contact from February 12, 2012 through June 30, 2012. Luncheon to be held at the Beverly Hills Hotel on April 18, 2012. Raise funds to support the Jewish Federation's strategic initiatives of community engagement, caring for Jews in need and ensuring the Jewish future.

Estimated Gross: \$ 200,000 Previous Fundraising Event Gross: \$ N/A
Estimated Expenses: \$ 46,800 Previous Fundraising Event Expenses: \$ N/A

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

Approved items noted by Commission.

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

1. (2011-163) Pepperdine University
2. (2011-121) Operation Smile, Inc.
3. (2011-98) Pancreatic Cancer Action Network ~Note: Follow up on Outstanding Pledges
4. (2011-146) Cedars Sinai Medical Center – (Board of Governors Gala) ~Note: Follow up on Outstanding Pledges
5. (2011-120) Cedars Sinai Medical Center – (5K Run/Walk for Her) ~Note: Follow up on Outstanding Pledges

6. (2011-166) L.A. Goal
7. (2011-137) Children's Chain of Children's Hospital Los Angeles
8. (2011-132) Childhelp USA
9. (2011-124) Facing History and Ourselves
10. (2011-149) Friendly Hand Foundation
11. (2011-89) Peninsula Committee Children's Hospital
12. (2011-125) Lupus L.A.
13. (2011-93) Los Angeles Jewish Home
14. (2011-53) ACLU Foundation *Note: Follow up on Outstanding Pledges – Follow up on receipts and expenses*
15. (2011-103) Anti-Defamation League
16. (2011-156) A Place Called Home
17. (2011-185) Friends of Greystone
18. (2011-175) Paley Center for Media
19. (2011-112) Hands for Africa
20. (2011-127) Dream Street Foundation
21. (2011-66) Westside Guild of Children's Hospital
22. (2011-192) Beit T'Shuvah
23. (2011-100) Beverly Hills Police Officers Association (Resubmitted FS information)

IV. Financial Statement Log for 2012

V. Financial Statement Log for 2011

VI. Review of 2010 Financial Statement Log (distributed via email)

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 05/04/03
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. (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 10/19/03
12. (05-168)(05-168A) Los Angeles County Police Canine Association
Event date 06/06/06
13. (07-88)(07-88A) Los Angeles County Police Canine Association
Event date 08/11/07
14. (2010-3)(2010-3A) Los Angeles County Police Canine Association
Event date 05/22/10
15. (03-171) Advertising Industry Emergency Fund
Event date 11/13/03
16. (04-170) Advertising Industry Emergency Fund
Event date 11/19/04
17. (05-146) Advertising Industry Emergency Fund
Event date 11/17/05
18. (2010-102) Advertising Industry Emergency Fund
Event date 11/12/2010
19. (04-192) Iranian American Parents Association
Event date 03/14/05
20. (05-162) International Committee of the L.A. Philharmonic Association
Event date 03/25/06

- 21. (05-167) American Friend of Hazon Yeshaya Soup Kitchen
Event date 12/13/06
- 22. (06-12) Style for Smiles Foundation
Event date 02/28/06
- 23. (06-14) The Neuropathy Association
Event date 04/03/06
- 24. (06-29) Writers Guild Foundation
Event date 03/18/06 & 03/19/06
- 25. (06-157) Operation of Hope
Event date 11/19/06
- 26. (06-195) Heal Breast Cancer Foundation
Event date 02/22/07
- ~~27. (08-72) Friendly Hand Foundation
Event date 05/18/08~~
- ~~28. (09-68) Friendly Hand Foundation
Event date 05/17/09~~
- 29. (07-39)(07-39A) Cedars-Sinai Medical Center/NICU
Event date 04/22/07
- 30. (07-102) National Coalition of Professionals against Crime
Event date 07/02-09/29/07
- ~~31. (07-109)(07-109A) California Society of CPAs
Event date 11/18/07~~
- ~~32. (08-143) California Society of CPAs
Event date 11/16/08~~
- ~~33. (09-132)(09-132A) California Society of CPAs
Event date 11/22/09~~
- 34. (07-114) LA Stars/Baron Davis Foundation c/o Life Sports Management
Event date 08/04/07
- 35. (07-126) Real Medicine Foundation
Event date 08/16/07
- ~~36. (07-170) Jewelers 24K Karat Club of Southern California
Event date 10/20/07~~
- ~~37. (08-157) Jewelers 24K Karat Club of Southern California
Event date 09/18/08~~
- 38. (07-173) NARSAD: The Mental Health Research Association
Event date 12/03/07

39. (07-184) Childhelp-Buena Ventura Chapter
Event date 12/02/07
40. (08-124) Cedars-Sinai Medical Center-Maxine Dunitz Neurosurgical Institute
Event date 08/25/08
41. (08-128) Israel Cancer Research Fund
Event date 08/13/08
42. (08-134) The Junior League of Los Angeles
Event date 11/09/08
43. (08-136) International Women's Media Foundation
Event date 10/16/08
44. (08-137) John Wayne Cancer Institute Auxiliary
Event date 10/21/08
45. (09-163) John Wayne Cancer Institute Auxiliary
Event date 10/29/09
46. (08-144) Vistas for Children Inc.
Event date 11/09/08
47. (09-156) Vistas for Children Inc.
Event date 11/08/09
48. (08-146) Habitat for Humanity of Greater Los Angeles
Event date 10/01/08
49. (08-151) Hollywood NOTE Foundation
Event date 09/09/08
50. (09-88) Hollywood NOTE Foundation
Event date 05/31/09
51. (08-186) Asthma & Allergy Foundation of America – California Chapter
Event date 11/18/08
52. (08-190) Cerebral Palsy International Research Foundation
Event date 12/03/08
53. (08-198) National Charity League
Event date 02/12/09
54. (09-14A) Jewish Big Brothers Big Sisters
Event date 10/06/09
55. (2010-73) Jewish Big Brothers Big Sisters
Event date 10/21/2010
56. (2011-87) Jewish Big Brothers Big Sisters
Event date 10/27/2011

57. (09-30) Vahagn Setian Charitable Foundation
Event date 05/03/09
58. (09-38) Cedars-Sinai Medical Center – Pediatric Inflammatory Bowel Disease Center
Event date 06/14/09
59. (09-52) CLARE Foundation, Inc.
Event date 06/07/09
60. (09-180) CLARE Foundation, Inc.
Event date 07/01/2009-06/30/2010
61. (2010-60) CLARE Foundation, Inc.
Event date 06/13/2010
62. (09-96) Special Needs Network, Inc.
Event date 05/17/09
63. (09-102) Beverly Hills Little League
Event date 06/06/09
64. (09-114) American Friends of the Israel Philharmonic Orchestra
Event date 07/28/09
65. (09-116) Cedars-Sinai Medical Center Sports Spectacular
Event date 06/07/09
66. (09-118) United Friends of the Children
Event date 10/05/09
67. (09-141) Girl Scouts of Greater Los Angeles – Southwest Region
Event date 10/24/09
68. (09-143) Southern California Minority Business Development Council, Inc.
Event date 10/16/09
69. (2010-90) Southern California Minority Business Development Council, Inc.
Event date 10/15/2010
70. (09-149) The Kings College & Seminary
Event date 10/07/2009
71. (09-150) Janie Bradford Hal Scholarship Fund Inc. (Heroes and Legends)
Event date 09/27/2009
72. (2011-143) Janie Bradford Hal Scholarship Fund Inc. (Heroes and Legends)
Event date 09/25/2011
73. (09-177) National Charity League, Inc. San Fernando Valley Chapter
Event date 11/28/2009
74. (09-190) Pepperdine University
Event date 10/22/2009

75. (09-193) Pen Center USA West
Event date 12/02/2009
76. (09-195) Girls Incorporated
Event date 11/16/2009
77. (09-XXX) 100 Black Men of Los Angeles, Inc. – Application was received after the event, no permit was issued. – Event date 10/16/2009
78. (2010-92) 100 Black Men of Los Angeles, Inc.
Event date 10/15/2010
79. (2010-6) City of Hope Sportsmen's Club #0039
Event date 11/20/2010
80. (2010-17) Pepperdine University School of Law
Event date 03/06/2010
81. (2010-28) Beverly Hills CPR
Event date 02/26/2010-05/28/2010
82. (2010-145) Citizenship Education Fund
Event date 10/07/2010
83. (2010-156) Coalition for At Risk Youth (CARRY)
Event date 12/3/2010
84. (2010-187) Beverly Hills Meals on Wheels
Monetary Drive
85. (2011-14) Petersen Automotive Museum
Event date 02/20/2011
86. (2010-56) Affordable Living for the Aging
Event date 06/10/2010
87. (2010-XXX) Sheila Kar Health Foundation
Event date 02/14/2010
88. (2011-74) Sheila Kar Health Foundation
Event date 02/14/2011
89. (2011-54) City of Hope – Board
Event date 06/07/2011
90. (2011-55) Youth Renewal Fund
Event date 06/04/2011
91. (2011-63) American Associates, Ben-Gurion University of the Negev, Inc.
Event date 09/11/2011
92. (2011-130) Society of Singers
Event date 09/19/2011

93. (2011-138) Temple Emanuel (Mah Jong Tournament)
Event date 11/13/2011

H. COMMENTS FROM COMMISSIONERS

Commission directed staff to contact Pepperdine University regarding additional permits

Commission requested staff to provide hotel contacts with packet information.

I. ADJOURNMENT

Vice Chair Kaye adjourned the meeting at 11:25 a.m.

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

FINE ART COMMISSION REGULAR MEETING

March 15, 2012

4:00 p.m.

The meeting was called to order at 4:07 p.m.

A. ROLL CALL

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

Commissioners Absent: Friedman

Staff: Nancy Hunt-Coffey, Brad Meyerowitz, Patty Acuna, Lois Foraker.

B. COMMISSION MINUTES

MOVED by, SECONDED by to approve the minutes of the meeting of February 23, 2012.

Ayes: Commissioners Shepard, Potter, Pressman, Vice Chair Chalom, Chair Smooke

Noes: None

Absent: Friedman

CARRIED. 5/0

C. ORAL COMMUNICATIONS FROM THE AUDIENCE

None

D. REPORT FROM THE CHAIRPERSON The Fine Art Commission was not represented at the MAYOR'S CABINET MEETING for March 14, 2012

Other Items: Staff presented Jessica Emerson, newly appointed publicist for the Community Services Department who wanted to introduce herself to the Fine Art Commission.

E. DIRECTOR'S REPORT

INFORMATION ONLY-*no comment*

- a) The Fine Art Fund is reported at \$985,455.11.
- b) An update on the Structural Engineer's report as to the feasibility on the proposed installation of Millard Sheet's mural above the entrance to the Civic Center Parking structure was provided by Staff.
- c) Chair Smooke, Commissioner Friedman and Staff will meet with Pastor Worth, of the Presbyterian Church to provide him with an overview of the Commissions plans for the development of a Sculpture Garden on that block.
- d) The Joel Shapiro replacement agreement is being fine tuned.
- e) An update on the agreement with Rosa Lowinger's company for the Restoration and Conservation of the Beverly Hills Fine Art Collection was provided.
- f) Staff reported on the success of Woofstock.
- g) Teen Zone enjoys it's Grand Opening on March 19th, in their new home in the Library.
- h) Dates to remember: Concourse d' Elegance, May 6th at Greystone, May 19th and 20th, The Beverly Gardens Art Show, Beverly Gardens Park; March 26th, personal appearance and book signing by Fred Hayman in Council Chambers.

OTHER ITEMS:

None

F. NEW BUSINESS

3. PROPOSAL TO MEET FINE ART OBLIGATION AT 350 N. CANON DRIVE

At the City Council Study Session on March 6th, Council examined the possibility of calling forth to the full City Council at a later meeting the issue of the Fine Art Commission's vote on the proposed Fine Art Obligation for the above mentioned address. The Commission denied the proposed work, and Mayor Brucker and Councilmember Bosse requested that Council consider hearing an appeal of the Commission's decision, which is the prerogative of the Council, should they so choose. It was determined not to bring the issue to the full Council. In the ensuing discussion the Council expressed interest in seeing the Ordinance re-written to allow for some accommodation for local artists to be considered by developers who choose to install artwork to satisfy their Public Art Obligation.

4. PROPOSAL FOR ARTIST-DEVELOPED BICYCLE RACKS

This proposal is postponed to a later date.

5. DISCUSSION WITH GUY DILL REGARDING *EGALMAH, THE GREAT PALACE*

Guy Dill, artist, offered to re-work the original sculpture, which is comprised of 13 individual structures of re-enforced concrete, into 2 new tableaus, thereby providing more realistic options for installation locations. Further, he has given his permission to sell or destroy the remaining pieces that do not end up being included in the new sculptures.

6. DISCUSSION RE: INSTALLATION OF PLENSA AS WELL AS LIGHTING OF KUSAMA AND PLENSA

It was determined that the short term solution would solve the immediate problem of adequately lighting the Kusama piece as well as running electric to the proposed location for the Plensa piece. That solution calls for electrical capability to be accessed from the same source as current lighting for the Kusama, trenched over to the east side of the Kusama supplying additional lighting for that side, then trenching over to the proposed location for Plensa's piece. The long term solution will be to increase the electrical capability for the entire block in preparation for the creation of a sculpture garden.

7. PROPOSED INSTALLATION SITE OF JOAN BROWN'S *CENTER OBELISK*

Council Liaison Bosse expressed concern that given the proposed site's proximity to the front of Civic Center Parking structure, it might visually conflict with the Millard Sheets mural. Council Liaison Mirisch expressed concern that the site would restrict the public's ability to walk around the Obelisk, thereby affecting their enjoyment of it. The Commission will continue to examine options to find the best location for the piece.

8. DISCUSSIONS OF PUBLIC ART ORDINANCE REVISIONS

Vice Chair Chalom and Commissioner Pressman presented the work done at the Committee level to all Commissioners and Staff for discussion. It was agreed that Staff compile all the notes and red-line edits into one document, send to all Commissioners for input, which will be brought to the next Commission for further discussion. Help was specifically requested from their fellow Commissioners on the Deaccessioning policy as well as in determining exactly how to judge when an artist was 'over represented' in respect to artwork installed as part of a developer's obligation per the Public Art Ordinance. The Committee members were not after a number so much as a concept on this issue. The Commissioners were reminded that this is the first step of many in revising the language of the Ordinance, and were requested to bring lots of ideas to the table for discussion.

G. COMMENTS FROM COMMISSIONERS.

None

H. ADJOURNMENT

There being no further business, with the consent of the Commission, Chair Smooke adjourned the meeting at 6:20 p.m.

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

SYNOPSIS REGULAR MEETING

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

Wednesday, March 21, 2012
1:00 PM

OPEN MEETING *The meeting was called to Order @ 1:04 PM*

ROLL CALL

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

Absent: None.

APPROVAL OF AGENDA

*Cohen-Blakeley/7-0
Approved as Amended*

COMMUNICATIONS FROM THE AUDIENCE

- Members of the public may address the Commission

COMMUNICATIONS FROM THE COMMISSION

- Chair's Report from Mayor's Cabinet Meeting

CONSIDERATION OF MINUTES

1. Meeting of February 15, 2012

*Cohen-Blakeley/7-0
Approval as Presented*

CONSENT ITEMS

(Taken Out Of Order)

11. **RELATIVITY MEDIA**
9250 Beverly Boulevard
Request for approval of building identification signs
(PL120 3722)

Rennett-Rubins/7-0
Approval as Presented

12. **UTA/PLAYBOY**
9336-9346 Civic Center Drive
Request for approval of parking directional signs
(PL120 3738)

Rennett-Rubins/7-0
Approval as Presented

(Taken Out Of Order)

NEW BUSINESS - PUBLIC HEARINGS

10. **VAN CLEEF & ARPELS**
300 North Rodeo Drive
Request for approval of a façade remodel and sign accommodation
(PL 120 4339)

Rubins-Gardner-Apatow/7-0
Approval as Presented

(Returned To Order)

CONTINUED ITEMS – PUBLIC HEARINGS

2. **HERMES**
434 North Rodeo Drive
Request for approval of security gates and bollards, exterior façade lighting and a
barricade mural at the rear of the building
(PL120 0123)

Rubins-Cohen/6-0-1 (Gardner-Apatow)
Approval with Conditions

- 3. THE STINKING ROSE RESTAURANT**
55 North La Cienega Boulevard
Request for approval of a façade remodel
(PL120 1734)

Rennett-Cohen/7-0
Approval as Presented

- 4. 9221 WHITWORTH DRIVE (462 SOUTH MAPLE DRIVE)**
Request for approval of a new four-story condominium building
(PL120 2054)

Gardner-Apatow-Cohen/7-0
Approval with Conditions

NEW BUSINESS - PUBLIC HEARINGS

- 5. LEXUS DEALERSHIP**
9230 Wilshire Boulevard
Request for approval of a new four-story commercial building
(PL120 3682)

Rubins-Meyer/7-0
Return for Restudy

(Commissioner Gardner-Apatow recused herself from the following item.)

- 6. MONCLER**
328 North Rodeo Drive
Request for approval of a façade remodel, a sign accommodation for multiple business identification signs and construction barricade mural
(PL120 3048)

Rennett-Cohen/6-0
Approval as Presented

(Commissioner Gardner-Apatow rejoined the meeting.)

- 7. BVLGARI**
401 North Rodeo Drive
Request for approval of a façade remodel, a sign accommodation for multiple business identification signs and construction barricade mural
(PL120 3509)

Bernstein-Cohen/7-0
Approved with Conditions

8. 9800 WILSHIRE BOULEVARD

Request for approval of revisions to a previously approved façade remodel
(PL120 3728)

Rubins-Rennett/7-0
Approval as Presented

9. HAKKASAN RESTAURANT

231 North Beverly Drive

Request for approval of a façade remodel and business identification sign
(PL120 4078)

Rubins-Rennett/7-0
Approval with Conditions

(The following items were moved to the Consent Items)

11. RELATIVITY MEDIA

9250 Beverly Boulevard

Request for approval of building identification signs
(PL120 3722)

Cohen-Rennett/7-0
Approval as Presented

12. UTA/PLAYBOY

9336-9346 Civic Center Drive

Request for approval of parking directional signs
(PL120 3738)

Cohen-Rennett/7-0
Approval as Presented

COMMUNICATIONS FROM THE ARCHITECTURAL COMMISSION

- Meeting Recap Discussion

No action taken on this item

COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT

- Staff level approvals (TAB 13)
- Report from the City Planner

No action taken on this item

Architectural Commission Meeting Synopsis
March 21, 2012

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

Vice Chair Rennett was unanimously elected as Chair, and Commissioner Rubins was unanimously elected as Vice Chair

ADJOURNMENT

THE MEETING WAS ADJOURNED AT 6:37 PM

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

HEALTH AND SAFETY COMMISSION REGULAR MEETING

March 26, 2012

4:00 p.m.

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

A. ROLL CALL

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

Commissioners Absent: None

Staff: P. Mottice Muller, A. Tarazon, T. Angel, Sgt. G. Mader

B. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Commissioner Aronberg.

C. COMMISSION MINUTES

MOVED by Aronberg, SECONDED by Landau to approve the minutes of the meeting on
February 27, 2012 (6/0)

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

Noes: None

Absent: None

CARRIED.

D. ORAL COMMUNICATIONS FROM THE AUDIENCE

Councilmember Julian Gold was in attendance and greeted the Commission and
staff.

E. REPORT FROM THE CHAIRPERSON

- Mayor's Cabinet Meeting – March 14, 2012.

Chair Judelson reviewed the items which were discussed by other Commissions at
the March 14, 2012 Mayor's Cabinet Meeting.

F. DIRECTOR'S REPORT

Director Mottice Muller announced the change of the Administration Liaison Staff.
Staff member Adrienne Tarazon would be the temporary Commission Secretary.

G. NEW BUSINESS

1. NEIGHBORHOOD WATCH PROGRAM

Sgt. Gregg Mader gave an update on the Neighborhood Watch Program and reported the Police Department was pursuing implementing a new social media program. The commission also suggested another National Night Out event in August, 2012.

2. HEALTHY EATING ACTIVE LIVING (HEAL) CITY UPDATE

Teri Angel, Recreation Services Manager, presented the draft staff report to City Council and the draft resolution supporting the Healthy Eating Active Living (HEAL) that had been reviewed by the City Attorney's Office and City Manager's Office. The resolution lists all the City programs and projects that support healthy eating. The Commission gave their support in favor of the resolution.

3. VIDEOTAPING OF FUTURE COMMISSION MEETINGS

Director Mottice Muller announced the new City requirement that all City Commission's must videotape their meetings to be posted with the agenda and minutes on the City's website.

4. PLANNING FOR THE COMMUNITY DISASTER STAKEHOLDER SUMMIT

Director Mottice Muller gave a follow up to the Commission on the 2012 Disaster Stakeholder Summit to be held on April 30, 2012. The theme would be "Preparing our Community: Seeking Solutions and Sharing Strengths."

5. LA MARATHON UPDATE

Director Mottice Muller and Commissioner Landau provided updates on the City's involvement in the Los Angeles Marathon including the opening of the Emergency Operations Center.

H. COMMENTS FROM COMMISSIONERS

Vice Chair Setian announced he would be attending the upcoming Police Department annual Baker to Vegas run on April 21 and 22, 2012.

Director Mottice Muller also announced the "Wood Roof" ordinance would be on the next Health and Safety Commission agenda for discussion.

I. ADJOURNMENT

There being no further business, Chair Judelson, with the consent of the Commission, adjourned the meeting at 5:40 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, March 27, 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

Mayor Brien & Councilmember Gold were also in attendance.

CONSIDERATION OF MINUTES

TAB 1. Regular Meeting of Tuesday, February 28, 2012

MOVED by Anderson, SECONDED by Rosoff to approve with noted corrections. (5/0)

AYES: Block, Friedman, Rosoff, Anderson, Gersh

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

CARRIED

ORAL COMMUNICATION FROM THE AUDIENCE

Barbara Linder presented her plans for a demonstration garden project at Greystone Mansion. Over twenty participants from different community groups have signed up to attend an introductory meeting in May.

NEW BUSINESS/STAFF REPORTS/CORRESPONDENCE

TAB 2. Gruen & Associates - Santa Monica/Doheny Gateway Presentation

Steve Smith from Gruen & Associates presented a PowerPoint showing designs that had already been presented at the last Liaison meeting along with new renderings. Most notable is the low profile wall with a waterfall feature. The "Beverly Hills Shield" sign would be affixed to a pole in front of the wall. (One Commissioner would prefer the sign behind the wall) All Commissioners agreed that updated designs should be presented at the April 17th City Council Meeting.

TAB 3. Outdoor Fitness Equipment

Recreation Services Manager Teri Angel presented details on the area at La Cienega Park chosen for the potential placement of outdoor fitness equipment. The exact funding amount available will be known closer to the end of the fiscal year. The bidding process will follow all City Rules and Regulations for a competitive bid process.

TAB 4. Healthy Eating Active Living (HEAL) Resolution

Recreation Services Manger Teri Angel reported on the recent Health & Safety Commission Meeting modifications to the resolution contained in the Commission Packet. The Commissioners had a few more revisions. This Resolution will be presented at the April 3rd City Council Meeting.

TAB 5. Olympic Blvd. Ficus Tree Street Master Plan

Parks & Urban Forest Manager Ken Pfalzgraf reported on the current status of the tree removal. Final notices have been sent out to residents. WCA (West Coast Arborists) will be issued the notice to proceed. It is projected to take 60 days to remove and replace all identified trees.

TAB 6. Arbor Day 2012

Parks & Urban Forest Manager Ken Pfalzgraf updated the Commissioners with details about the Arbor Day 2012 celebration to be held Friday, April 27 @ 10 a.m. A tree will be planted with the La Cienega pre-school children participating. This is the 27th consecutive Tree City USA Award for the City of Beverly Hills.

TAB 7. Proposed Extension of Greystone Hours of Operation

Recreation Services Manager Brad Meyerowitz reported on the proposed extension of hours at Greystone Mansion. Commissioners discussed different closing hours and uses of shuttles and valet service to help with noise mitigation as patrons leave the area.

MOVED by Block, SECONDED by Friedman to extend the operation hours of Greystone Mansion to 10 p.m. (exterior events) and 11 p.m. (interior events), to not limit the number (or days) of events per year and review these items after a six month trial period. (5/0)

AYES: Block, Friedman, Rosoff, Anderson, Gersh

NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

CARRIED

TAB 8. CIP Report

Director of Community Services Steve Zoet reported on the Gateway Signage Project and the Roxbury Park Community Center.

TAB 9. Director's Report

Director of Community Services Steve Zoet and Staff updated the Commission on the following: the Senior Cookbook Project (DVD was presented), Snack Bar Vendor at La Cienega Park, Teen Leadership Day, The Volunteer Recognition Event, Event Calendar and Meeting Dates.

UNFINISHED BUSINESS/COMMENTS BY COMMISSIONERS INCLUDING TOPICS FOR FUTURE AGENDAS – None

AD HOC CHAIRPERSON REPORTS

TAB 10. Commission Ad Hoc

- a. City Council Liaison/Mayor's Cabinet (Gersh/Anderson) - Chair Gersh summarized the latest Mayor's Cabinet Meeting.
- b. Beverly Canon Gardens (Block/Friedman) - No discussion.
- c. Farmers' Market (Anderson/Rosoff) – No discussion.
- d. Fine Arts (Gersh/Anderson) - No discussion.
- e. Gateway Signage Project (Block/Rosoff) - Discussed in TABS #2 & #8.
- f. Gifting Concept (Anderson/Rosoff) – No discussion.
- g. Greystone Park (Gersh/ Anderson) – Discussed in TAB #7.
- h. Master Plan for La Cienega and Roxbury Parks (Block/Friedman) - Discussed in TABS #3, #6 & #8.
- i. Seniors/Volunteers (Gersh/Friedman) - Discussed in TAB #9.
- j. Special Events/Concert Series (Gersh/Rosoff) - Staff reported on the expansion of the Summer Concert Series at Beverly Canon Gardens Park, both in number of months, the quantity of concerts and the addition of outdoor movies.
- k. Sports (Block/Friedman) – Staff reported monies were received from sports organizations to assist with funding for re-seeding of selected fields.
- l. Street Tree Master Plan (Block/Rosoff) – Discussed in TAB #5.
- m. Teens (Gersh/Friedman) – The Teen Zone successfully reopened in the Library on March 17th.
- n. Beverly Gardens Restoration (Anderson/Rosoff) - Commissioners are in contact with Mr. Steve Gordon who is spearheading an effort to fund and restore Beverly Gardens Park.

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

April 5, 2012

9:00 a.m.

ROLL CALL – 9:02 a.m.*

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

ABSENT: None

STUDY SESSION – 9:03 a.m.*

1. POLICE DEPARTMENT REPORT

Sgt. Lynch provided an informational update.

2. COMMISSION CHAIR REPORT

Mayor's Cabinet Meeting – March 14, 2012

Informational Update.

3. TRAFFIC ENGINEERING QUARTERLY REPORT

Informational Update.

4. SMART TRAFFIC MANAGEMENT

a. Bicycle Update

Informational update.

5. STATUS REPORT

- a. Westside Subway Extension**
- b. Sunset Blvd. Intersections Update**
- c. L.A. Marathon Update**
- d. Santa Monica Blvd. Reconstruction**
- e. Commission Meeting Guidelines Update**
- f. Disabled Placard Abuse Meeting Minutes – February 8, 2012**
- g. Health and Safety Commission Memo**
- h. Correspondence**
- i. Traffic and Parking Commission Project Matrix**

Informational updates.

COMMENTS FROM COMMISSIONERS (ORAL)

Commissioner GRUSHCOW asked for discussion about license plate recognition software.

ORAL COMMUNICATION FROM THE AUDIENCE – 9:38 a.m.*

Resident Mark Elliot addressed Agenda Item 4 (Bicycles).

ACTION ITEMS – 9:42 a.m.*

1. 700 BLOCK OF NORTH DOHENY DRIVE – RESIDENT INITIATED PETITION TO ESTABLISH PREFERENTIAL PARKING PERMIT ZONE

Motion by LICHT, seconded by GRUSHCOW.

6/0 To support staff's recommendation to establish a permit regulation on the 700 block of North Doheny Drive of "2-Hour Parking, 8 a.m. to 7 p.m., Daily, and No Parking, 7 p.m. to 2:30 a.m., Daily, Permit O Exempt".

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

NOES: None

ABSENT:

ABSTAIN:

CARRIED

2. REQUEST FOR AN ALL-WAY STOP AT THE INTERSECTION OF CARLA RIDGE AND ARKELL DRIVE

Motion by L. FRIEDMAN, seconded by I. FREIDMAN.

6/0 To support staff's recommendation to establish an all-way stop at the intersection of Carla Ridge and Arkell Drive.

AYES: L. J. FRIEDMAN, LICHT, LEVINE, I.M. FRIEDMAN, GRUSHCOW, STEINBERG
NOES: None
ABSENT:
ABSTAIN:
CARRIED

3. CONSIDERATION OF THE MARCH 1, 2012 REGULAR MEETING MINUTES

Motion by L.J. FRIEDMAN, seconded by STEINBERG.

6/0 To approve the minutes.

AYES: L. J. FRIEDMAN, LICHT, GRUSHCOW, STEINBERG
NOES: None
ABSENT:
ABSTAIN: LEVINE, I.M. FREIDMAN
CARRIED

ADJOURNMENT 11:33 a.m.