

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

**CHARITABLE SOLICITATIONS COMMISSION SPECIAL MEETING**

**May 9, 2012  
10:30 a.m.**

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

**A. ROLL CALL**

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

Commissioners Absent: None

Staff: Commander E. Lee, S. Gelfman

**B. PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by Chair Raffel.

**C. COMMISSION MINUTES**

MOVED by, SECONDED by to approve the minutes of the meeting on April 11, 2012 (5/0), as amended.

Ayes: Raffel, Kaye, Block, Henning, Roston

Noes: None

Absent: None

CARRIED.

**D. ORAL COMMUNICATIONS FROM THE AUDIENCE**

Audience members introduced themselves to the Commission.

**E. REPORT FROM THE CHAIRPERSON**

MAYOR'S CABINET MEETING – May 8, 2012

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

**F. CONTINUED BUSINESS**

I. Newsletter outline review ~Commission accepted revisions – Staff to submit for next printing

II. Chair Raffel proposed to change the time of regular meetings from 11:00 a.m. to 10:30 a.m. All Commissioners agreed and the proposal was passed unanimously.

**G. NEW BUSINESS**

I. Requests within Normal Filing Period

1. (2012-71) International Medical Corps requested a permit to solicit via mail, email and personal contact from May 24, 2012 through May 25, 2012. Luncheon to be held at personal residence in Brentwood on May 24, 2012. Raise funds for medical training, healthcare endeavors and humanitarian aid in areas affected by disease, conflict and natural disaster.

<i>Estimated Gross:</i>	\$ 200,000	<i>Previous Fundraising Event Gross:</i>	\$ 576,168
<i>Estimated Expenses:</i>	\$ 45,000	<i>Previous Fundraising Event Expenses:</i>	\$ 220,868

- (2012-72) Cedars Sinai Medical Center requested a permit to solicit via mailed invitations from June 1, 2012 through August 31, 2012. Regatta to be held at the King Harbor Yacht Club in Redondo Beach on July 21, 2012. Raise funds for Cedars Sinai Medical Center King Harbor Yacht Club Tom Collier Memorial Cancer Research Lab.

<i>Estimated Gross:</i>	\$ 40,000	<i>Previous Fundraising Event Gross:</i>	\$ 27,328
<i>Estimated Expenses:</i>	\$ 3,000	<i>Previous Fundraising Event Expenses:</i>	\$ 1,532

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

*Vice Chair Kaye made a motion to approve the above items. It was seconded by Commissioner Block and passed unanimously.*

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

- (2012-61) OperaWorks requested a permit to solicit via mailed invitations from March 16, 2012 through May 4, 2012. Dinner and concert to be held at the Peninsula Beverly Hills Hotel on May 4, 2012. Raise funds to support OperaWorks educational programs.

<i>Estimated Gross:</i>	\$ 21,000	<i>Previous Fundraising Event Gross:</i>	\$ 22,150
<i>Estimated Expenses:</i>	\$ 11,000	<i>Previous Fundraising Event Expenses:</i>	\$ 10,750

- (2012-62) The Midnight Mission requested a permit to solicit via personal contact from May 7, 2012 through May 7, 2012. Dinner to be held at the Beverly Wilshire Hotel on May 7, 2012. Raise funds to provide necessities of life and services to homeless people.

<i>Estimated Gross:</i>	\$ 300,000	<i>Previous Fundraising Event Gross:</i>	\$ 300,000
<i>Estimated Expenses:</i>	\$ 150,000	<i>Previous Fundraising Event Expenses:</i>	\$ 150,000

- (2012-63) The Maple Counseling Center requested a permit to solicit via mailed invitations, posted signs and personal contact from April 16, 2012 through June 1, 2012. Reception, film screening and car auction to be held at the Academy of Motion Picture Arts and Sciences on May 23, 2012. Raise funds to support operating expenses of The Maple Counseling Center.

<i>Estimated Gross:</i>	\$ 127,500	<i>Previous Fundraising Event Gross:</i>	\$ 127,400
<i>Estimated Expenses:</i>	\$ 43,575	<i>Previous Fundraising Event Expenses:</i>	\$ 34,236.20

- (2012-64) Friends of Greystone requested a permit to solicit via mail, phone, and personal contact from May 6, 2012 through May 6, 2012. Concours d'Elegance to be held at Greystone Mansion, Beverly Hills on May 6, 2012. Raise funds for Greystone Mansion restoration projects.

<i>Estimated Gross:</i>	\$ 90,000	<i>Previous Fundraising Event Gross:</i>	\$ 92,160.24
<i>Estimated Expenses:</i>	\$ 45,000	<i>Previous Fundraising Event Expenses:</i>	\$ 42,721.81

- (2012-65) The Guardians of the Los Angeles Jewish Home for the Aging requested a permit to solicit via mail, phone and personal contact from April 26, 2012 through April 26, 2012. Dinner to be held at the Beverly Wilshire Hotel on April 26, 2012. Raise funds for on-going care and support of residents of the Los Angeles Jewish Home for the Aging.

<i>Estimated Gross:</i>	\$ 50,000	<i>Previous Fundraising Event Gross:</i>	\$ 105,000
<i>Estimated Expenses:</i>	\$ 22,000	<i>Previous Fundraising Event Expenses:</i>	\$ 31,000

6. (2012-66) Temple Emanuel requested a permit to solicit via phone, email and personal contact from April 16, 2012 through June 29, 2012. Luncheon to be held at the Beverly Wilshire Hotel on May 29, 2012. Raise funds for Temple Emanuel Day School.

<i>Estimated Gross:</i>	\$ 57,000	<i>Previous Fundraising Event Gross:</i>	\$ 63,748.50
<i>Estimated Expenses:</i>	\$ 25,000	<i>Previous Fundraising Event Expenses:</i>	\$ 25,044.60

7. (2012-67) Jewish Family Service of Los Angeles requested a permit to solicit via invitation from May 1, 2012 through May 29, 2012. Dinner to be held at the Beverly Hilton Hotel on May 29, 2012. Raise funds to support Jewish Family Service programs and services.

<i>Estimated Gross:</i>	\$ 1,500,000	<i>Previous Fundraising Event Gross:</i>	\$ 1,650,000
<i>Estimated Expenses:</i>	\$ 130,000	<i>Previous Fundraising Event Expenses:</i>	\$ 277,340

8. (2012-68) Los Angeles Chamber Orchestra requested a permit to solicit via mail, internet, email, phone and personal contact from March 30, 2012 through May 20, 2012. Silent film with musical accompaniment and dinner to be held at Royce Hall, UCLA on May 20, 2012. Raise funds to support concerts and education programs of the Los Angeles Chamber Orchestra.

<i>Estimated Gross:</i>	\$ 308,350	<i>Previous Fundraising Event Gross:</i>	\$ 301,192.40
<i>Estimated Expenses:</i>	\$ 154,257	<i>Previous Fundraising Event Expenses:</i>	\$ 118,832.11

9. (2012-69) L.A. Gay and Lesbian Center requested a permit to solicit via mail, email, internet and personal contact from April 1, 2012 through May 30, 2012. Dinner and auction to be held at the Beverly Hilton Hotel on May 19, 2012. Raise funds to support women and girls services at the L.A. Gay and Lesbian Center.

<i>Estimated Gross:</i>	\$ 425,000	<i>Previous Fundraising Event Gross:</i>	\$ 366,480
<i>Estimated Expenses:</i>	\$ 168,500	<i>Previous Fundraising Event Expenses:</i>	\$ 162,153.86

10. (2012-70) United Friends of the Children requested a permit to solicit via mail from April 23, 2012 through May 22, 2012. Dinner to be held at the Beverly Hilton Hotel on May 21, 2012. Raise funds for programs and services that support Los Angeles County foster youth develop the skills to be successful, independent adults.

<i>Estimated Gross:</i>	\$ 1,200,000	<i>Previous Fundraising Event Gross:</i>	\$ 1,500,000
<i>Estimated Expenses:</i>	\$ 200,000	<i>Previous Fundraising Event Expenses:</i>	\$ 152,557

11. (2012-73) SLE Lupus Foundation dba Lupus L.A. requested a permit to solicit via mailed invitations, phone and personal contact from April 24, 2011 through August 1, 2012. Dinner to be held at the Beverly Wilshire Hotel on May 24, 2012. Raise funds for lupus research and to provide services for lupus patients.

<i>Estimated Gross:</i>	\$ 600,000	<i>Previous Fundraising Event Gross:</i>	\$ 243,426
<i>Estimated Expenses:</i>	\$ 190,000	<i>Previous Fundraising Event Expenses:</i>	\$ 108,179

- 12 (2012-74) Teen Impact Affiliates of Children's Hospital Los Angeles requested a permit to solicit via mail from April 23, 2012 through August 31, 2012. Monetary Drive. Raise funds for teenagers battling cancer and remission.

<i>Estimated Gross:</i>	\$ 10,000	<i>Previous Fundraising Event Gross:</i>	\$ N/A
<i>Estimated Expenses:</i>	\$ 1,000	<i>Previous Fundraising Event Expenses:</i>	\$ N/A

- 13 (2012-75) March of Dimes Foundation, Greater Los Angeles requested a permit to solicit via mail, phone, email and personal contact from April 1, 2012 through July 1, 2012. Dinner to be held at the Beverly Wilshire Hotel on June 2, 2012. Raise funds for March of Dimes programs, research and education to improve baby health by preventing birth defects, premature birth and infant mortality.

<i>Estimated Gross:</i>	\$ 306,000	<i>Previous Fundraising Event Gross:</i>	\$ 274,160
<i>Estimated Expenses:</i>	\$ 80,703	<i>Previous Fundraising Event Expenses:</i>	\$ 76,231

- 14 (2012-76) Aviva Family and Children's Services requested a permit to solicit via mail, phone, email and personal contact from April 25, 2012 through June 9, 2012. Dinner to be held at the Beverly Hills Hotel on June 9, 2012. Raise funds for Aviva Family and Children's Services programs which provide life saving and life affirming services to thousands of youth and their families in the Los Angeles community.

<i>Estimated Gross:</i>	\$ 750,000	<i>Previous Fundraising Event Gross:</i>	\$ 719,505
<i>Estimated Expenses:</i>	\$ 270,000	<i>Previous Fundraising Event Expenses:</i>	\$ 261,399.40

**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. (2011-150) Friends of the Beverly Hills Public Library
2. (2011-167) The Caucus for Producers, Writers and Directors
3. (2011-165) A Place Called Home
4. (2011-171) Phase One – The Road to Curing Cancer
5. (2011-145) ORT America
6. (2012-1) Temple Emanuel – Purim Ball
7. (2011-176) Pepperdine University ~ Note: Send 50% letter regarding net proceeds less than 50% of gross receipts
8. (2011-113) American Friends of the Hebrew University ~ Note: Follow up on Outstanding Pledges
9. (2011-118) Circle of Care Foundation
10. (2011-96) Fashion Industries Guild
11. (2012-14) Temple Emanuel – Purim Carnival
12. (2012-23) International Documentary Associations ~ Note: Send 50% letter regarding net proceeds less than 50% of gross receipts

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 05/06/06
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 06/13/08
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 09/13/08
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. (09-177) National Charity League, Inc. San Fernando Valley Chapter  
Event date 11/28/2009
55. (2011-86) National Charity League Inc. SFV Chapter  
Event date 11/26/11
56. (09-14A) Jewish Big Brothers Big Sisters  
Event date 10/06/09
57. (2010-73) Jewish Big Brothers Big Sisters  
Event date 10/21/2010
58. (2011-87) Jewish Big Brothers Big Sisters  
Event date 10/27/2011
59. (09-30) Vahagn Setian Charitable Foundation  
Event date 05/03/09
60. (09-38) Cedars-Sinai Medical Center – Pediatric Inflammatory Bowel Disease Center  
Event date 06/14/09
61. (09-52) CLARE Foundation, Inc.  
Event date 06/07/09
62. (09-180) CLARE Foundation, Inc.  
Event date 07/01/2009-06/30/2010
63. (2010-60) CLARE Foundation, Inc.  
Event date 06/13/2010
64. (09-96) Special Needs Network, Inc.  
Event date 05/17/09
65. (09-102) Beverly Hills Little League  
Event date 06/06/09
66. (09-114) American Friends of the Israel Philharmonic Orchestra  
Event date 07/28/09
67. (09-116) Cedars-Sinai Medical Center Sports Spectacular  
Event date 06/07/09
68. (09-118) United Friends of the Children  
Event date 10/05/09

69. (09-141) Girl Scouts of Greater Los Angeles – Southwest Region  
Event date 10/24/09
70. (09-143) Southern California Minority Business Development Council, Inc.  
Event date 10/16/09
71. (2010-90) Southern California Minority Business Development Council, Inc.  
Event date 10/15/2010
72. (09-149) The Kings College & Seminary  
Event date 10/07/2009
73. (09-150) Janie Bradford Hall Scholarship Fund Inc. (Heroes and Legends)  
Event date 09/27/2009
74. (2011-143) Janie Bradford Hall Scholarship Fund Inc. (Heroes and Legends)  
Event date 09/25/2011
75. (09-190) Pepperdine University  
Event date 10/22/2009
76. (09-193) Pen Center USA West  
Event date 12/02/2009
77. (09-195) Girls Incorporated  
Event date 11/16/2009
78. (09-XXX) 100 Black Men of Los Angeles, Inc. – Application was received after the event, no permit was issued. – Event date 10/16/2009
79. (2010-92) 100 Black Men of Los Angeles, Inc.  
Event date 10/15/2010
80. (2010-6) City of Hope Sportsmen's Club #0039  
Event date 11/20/2010
81. (2010-17) Pepperdine University School of Law  
Event date 03/06/2010
82. (2010-28) Beverly Hills CPR  
Event date 02/26/2010-05/28/2010
83. (2010-145) Citizenship Education Fund  
Event date 10/07/2010
84. (2010-156) Coalition for At Risk Youth (CARRY)  
Event date 12/3/2010
85. (2010-187) Beverly Hills Meals on Wheels  
Monetary Drive
86. (2011-14) Petersen Automotive Museum  
Event date 02/20/2011

87. (2010-56) Affordable Living for the Aging  
Event date 06/10/2010
88. (2010-XXX) Sheila Kar Health Foundation  
Event date 02/14/2010
89. (2011-74) Sheila Kar Health Foundation  
Event date 02/14/2011
90. (2011-54) City of Hope – Board  
Event date 06/07/2011
91. (2011-55) Youth Renewal Fund  
Event date 06/04/2011
92. (2011-130) Society of Singers  
Event date 09/19/2011
93. (2011-179) The Angeles Clinic Foundation  
Event date 12/18/11

#### **H. COMMENTS FROM COMMISSIONERS**

Staff directed to follow up with the Los Angeles County Police Canine Association, Pepperdine University and Safe Passage Charity.

Staff advised to remove Vahagn Setian Charitable Foundation and Cedars Sinai from 50% list. Staff asked to research listed 50% organizations.

Staff told to follow up and mail application packets to all hotels.

#### **I. ADJOURNMENT**

Chair Raffel adjourned the meeting at 11:20 a.m.



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

**REGULAR ARCHITECTURAL COMMISSION  
MEETING SYNOPSIS  
May 16, 2012  
1:00 PM**

**MEETING CALLED TO ORDER**

Date / Time: May 16, 2012/ 1:08PM

**ROLL CALL**

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

Commissioners Absent: Commissioner Meyer.

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

**APPROVAL OF AGENDA**

**Motion:** Motion by Chair Rennett; seconded by Vice Chair Rubins. (6-0)

**Action:** Approved as presented.

**COMMUNICATIONS FROM THE AUDIENCE**

**Speakers:** None.

**COMMUNICATIONS FROM THE COMMISSION**

**Speakers:** Chair Rennett reported on the Mayor's Cabinet meeting.

**1. ADOPTION OF MINUTES**

Consideration of the Action Minutes of the Architectural Commission Meeting of May 18, 2012.

**Motion:** Motion by Chair Rennett; seconded by Commissioner Cohen. (6-0).

**Action:** Approved as amended.

**CONTINUED ITEMS – PUBLIC HEARINGS**

**2. 155 North Crescent Drive (PL#120 5500)**

Request for approval of a façade remodel, a new business identification sign and a custom designed fountain.

Planner: Shena Rojemann  
Applicant: Hank Koning, Andrea Zurik-Klein and Troy Fosler  
Public Input: There was not public input for this item.

**Motion:** Motion by Commissioner Cohen; seconded by Commissioner Bernstein to approve the project (6-0).  
**Action:** Approved with conditions.

**3. 9301 Wilshire Boulevard (PL#120 5075)**

Request for approval of a façade remodel of the building entry and of an existing monument sign.

Planner: Shena Rojemann  
Applicant: Joe Badawi  
Public Input: There was not public input for this item.

**Motion:** Motion by Commissioner Bernstein; seconded by Commissioner Cohen to approve the project (6-0).  
**Action:** Approved with conditions.

**4. East West Bank (PL#120 4882)**

**9378 Wilshire Boulevard**

Request for approval of business identification signs and a building identification signs.

Planner: Shena Rojemann  
Applicant: Steve Therriault, Art Navaro and Randy Zegler  
Public Input: There was not public input for this item.

**Motion:** Motion by Vice Chair Rubins; seconded by Commissioner Cohen to approve the project (6-0).  
**Action:** Approved with conditions.

**NEW BUSINESS - PUBLIC HEARINGS**

**5. Chase Bank (PL#120 6654)**

**9465 Wilshire Boulevard**

Request for approval of building identification signs and a sign accommodation to allow multiple business identification signs.

Planner: Shena Rojemann

Applicant: Steve Therriault, Art Navaro and Randy Zegler

Public Input: There was not public input for this item.

**Motion:** Motion by Commissioner Cohen; seconded by Commissioner Bernstein to approve the project (5-1).

**Action:** Approved with conditions.

**6. Prada (PL#120 6571)**

**343 North Rodeo Drive**

Request for approval of a revision to a previously approved façade remodel

Planner: Shena Rojemann

Applicant: Nicole Long

Public Input: There was not public input for this item.

**Motion #1:** Motion by Commissioner Bernstein; seconded by Vice Chair Rubins to approve the architectural design of the project (6-0).

**Action:** Approved as presented.

**Motion #2:** Motion by Vice Chair Rubins; seconded by Commissioner Cohen to approve the construction barricade mural for the project (6-0).

**Action:** Approved with conditions.

**7. Paolo Bongia (PL#120 7029)**

**439 North Rodeo Drive**

Request for approval of a façade remodel, a business identification sign, a sign accommodation to allow an awning sign to be suspended from an awning and a construction barricade mural

Planner: Shena Rojemann

Applicant: Christy Coleman and Gulla Jonsdottir

Public Input: There was not public input for this item.

**Motion #1:** Motion by Commissioner Cohen; seconded by Commissioner Bernstein to approve the architectural design of the project (6-0).

**Action:** Approved as presented.

**Motion #2:** Motion by Vice Chair Rubins; seconded by Commissioner Cohen to approve the construction barricade mural for the project (6-0).  
**Action:** Approved with conditions.

**8. Anastasia Beverly Hills (PL#120 6599)**

**438 North Bedford Drive**

Request for approval of storefront modifications and a sign accommodation to allow awning signage up to 14 inches in height.

**Planner:** Shena Rojemann  
**Applicant:** Chris Grigorian and Anastasia Soare  
**Public Input:** There was not public input for this item.

**Motion:** Motion by Vice Chair Rubins; seconded by Commissioner Cohen to approve the project (6-0).  
**Action:** Approved with conditions.

**COMMUNICATIONS FROM THE ARCHITECTURAL COMMISSION**

- Meeting Recap Discussion  
**Action:** No action taken on this item
- Architecture Day Discussion  
**Action:** No action taken on this item
- Restaurant Streamlining Subcommittee  
**Action:** Commissioners Blakeley and Bernstein were nominated to participate on the restaurant streamlining subcommittee.

**COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT**

- Report from the City Planner  
**Action:** No action taken on this item
- 9. Staff level approvals**  
**Action:** No action taken on this item.

**MEETING ADJOURNED**

**Date / Time:** May 16, 2012 /4:55 PM

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, May 22, 2012  
2:00 p.m.

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

**ROLL CALL**

Commissioners Present: Block, Friedman, Rosoff, Chairperson Gersh

Commissioners Absent: Vice Chairperson Anderson

Staff Present: Pfalzgraf, Meyerowitz, Angel, Knebel

**CONSIDERATION OF MINUTES**

**Tab 1. Regular Meeting of Tuesday, April 24, 2012**

**Tab 2. Special Meeting of Monday, May 14, 2012**

Both sets of minutes were MOVED by Rosoff, SECONDED by Block to approve as presented.  
(4/0/1)

AYES: Block, Friedman, Rosoff, Gersh

NOES: NONE

ABSENT: Anderson

ABSTAIN: NONE

CARRIED

**ORAL COMMUNICATION FROM THE AUDIENCE**

*At this time, members of the public may address the Commission regarding any items not on the agenda that are within the subject matter jurisdiction of the Commission. By State law, the Commission may not discuss or vote on items not on the Agenda.*

1. *Najeeb Alshak, M.D.*
2. *Victoria Risko and Jen Ryan*
3. *Nick Valentino*
4. *Jennifer Messer*
5. *Bob Abrishami*

All speakers presented their concerns over the tree removals on Angelo Drive.

## **NEW BUSINESS/STAFF REPORTS/CORRESPONDENCE**

### **Tab 3. Beverly Gardens Park Renovation Update**

Mia Lehrer gave status update and presentation about the Beverly Gardens Park Project. The goal is to have project completed by Beverly Hills Centennial Celebration in January 2014. Estimates are currently being reviewed by the City. There was also a brief discussion about Prop A Funds with regard to the water efficiency and costs.

### **Tab 4. Roxbury Park Community Center Update**

Chair Gersh read Vice Chairperson Anderson's email comments into the record. The Liaisons discussed the past meetings and progress. Maintaining green space and the ultimate size of the building have been at the forefront of discussions.

### **Tab 5. Olympic Blvd Tree Removal/Replacement Update (Taken out of order)**

Parks & Urban Forest Manager Ken Pfalzgraf reviewed history of the process currently in Phase II. All trees designated in Phase II have been removed and replacement is occurring.

### **Tab 6. Proposition A Park Maintenance Funds**

Discussed in Tab #3. Further discussion about additional opportunities to use funds. Parks & Urban Forest Manager Ken Pfalzgraf explained that the monies would not be utilized for new construction but maintenance of existing projects.

### **Tab 7. Capital Improvement Projects**

Staff summarized current Capital Improvement Projects. Chair Gersh requested updated budget for end-of-fiscal year for the June Commission Meeting.

### **Tab 8. Director's Report**

Staff updated the Commission on the following: Concours Summary Evaluation, Art Show Update, Team Beverly Hills, Community Assistance Grant Funds, Prop A Update (covered previously), Event Calendar and Meeting Dates.

## **UNFINISHED BUSINESS/COMMENTS BY COMMISSIONERS INCLUDING TOPICS FOR FUTURE AGENDAS**

None

## **AD HOC CHAIRPERSON REPORTS**

### **Tab 9. 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) – Reminder about Farmer's Market Pie Bake/ "Piesta" on June 10th.
- d. Fine Arts (Gersh/Anderson) - No discussion.
- e. Gateway Signage Project (Block/Rosoff) – Discussed in TAB #7.
- f. Gifting Concept (Anderson/Rosoff) – No discussion.
- g. Greystone Park (Gersh/ Anderson) – Reminder about May 23rd organizational meeting about Greystone Demonstration Garden.
- h. Master Plan for La Cienega and Roxbury Parks (Block/Friedman) – Discussed in TAB #7.
- i. Seniors/Volunteers (Gersh/Friedman) – No discussion.
- j. Special Events/Concert Series (Gersh/Rosoff) - Staff reported the first concert of the series will feature The Barristers Big Band on June 14th. A complete list of summer concerts and movies will be provided in the June Commissioner Packet.
- k. Sports (Block/Friedman) – No discussion.
- l. Street Tree Master Plan (Block/Rosoff) – Discussed in TAB #5.
- m. Teens (Gersh/Friedman) – Last meeting of the school year on June 5th for the Teen Advisory Committee.
- n. Beverly Gardens Restoration (Anderson/Rosoff) – Discussed in TAB #3.

Meeting was adjourned at 4:06 p.m.



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

**CULTURAL HERITAGE COMMISSION**  
**SPECIAL MEETING SYNOPSIS**  
**May 23, 2012**  
**1:30 PM**

**MEETING CALLED TO ORDER**

Date / Time: May 23, 2012/ 1:30PM

**ROLL CALL**

Commissioners Present: Greer, Pynoos, Beck, Vice Chair Waldow, and Chair Furie.

Commissioners Absent: None.

Staff Present: Jon Lait, Peter Noonan, Dorina Mohan, and David Snow (City Attorney's Office).

**APPROVAL OF AGENDA**

Action: Approved by Order of the Chair.

**SWEARING IN OF COMMISSIONERS**

Vice Mayor Mirisch administered the oath of office to the newly appointed members of the Cultural Heritage Commission.

**COMMUNICATIONS FROM THE AUDIENCE**

Speakers: Ed Levyn, past Architectural Commissioner and current member of the West Hollywood Historic Preservation Commission, congratulated the Commissioners on their appointment. Mr. Levyn offered his support and assistance to the Commission.

**INTRODUCTORY REMARKS FROM THE CHAIR**

- 1. ADOPTION OF RULES OF PROCEDURE.** Resolution of the Cultural Heritage Commission of the City of Beverly Hills Establishing Rules of Procedure for the Cultural Heritage Commission.

Audio recordings of the Cultural Heritage Commission's meetings are available online within three days of the meeting. Visit [www.cityofbeverlyhills.org](http://www.cityofbeverlyhills.org) to access those recordings.

**Planner:** Peter Noonan, Associate Planner  
**Public Input:** None.

**Motion:** Motion by Commissioner Greer; seconded by Vice Chair Waldow to approve the resolution. (5-0).

**Action:** The resolution of the Cultural Heritage Commission of the City of Beverly Hills establishing Rules of Procedure for the Cultural Heritage Commission was approved as amended.

## **2. ADOPTION OF A CONFLICT OF INTEREST CODE**

**Planner:** Peter Noonan, Associate Planner  
**Public Input:** None.

**Action:** Continued to the meeting of June 13, 2012.

## **3. APPROVAL OF MEETING DATES**

**Planner:** Peter Noonan, Associate Planner  
**Public Input:** None.

**Action:** Continued to the meeting of June 13, 2012.

## **4. COMMISSIONER TRAINING**

Assistant City Attorney Snow provided training on Brown Act, Conflict of Interest, and Public Records Act.

## **5. HISTORIC PRESERVATION TRAINING**

The City's historic consultant, Jan Ostashay, of Ostashay and Associates Consulting, provided training in historic preservation and on the City's historic preservation ordinance.

### **CULTURAL HERITAGE HEARINGS**

- 6. Beverly Hills Hotel** (Initiated by Property Owner). Preliminary consideration to designate the Beverly Hills Hotel as a Local Historic Landmark.

Planner: Peter Noonan, Associate Planner  
Applicant: Beverly Hills Hotel  
Public Input: None.

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

**Action:** Approved preliminary consideration to designate the Beverly Hills Hotel as a local historic landmark.

### **STUDY SESSION**

- 7. Draft List of Local Master Architects** (Initiated by City Staff). The Historic Preservation Ordinance requires the City to establish a List of Master Architects. The Cultural Heritage Commission oversees the development and maintenance of this list and makes recommendations to the City Council on changes.

Planner: Peter Noonan, Associate Planner  
Public Input: None.

**Action:** Continued to the meeting of June 13, 2012.

### **AD HOC COMMITTEE REPORTS**

#### **COMMUNICATIONS FROM THE COMMISSION**

The Commission requested information on the historic resource surveys and asked the item be agendaized for a future meeting. The Commission also directed staff to develop a means by which to share the requirements of listing a property as a landmark with the community. Chair Furie directed staff to explore the use of smart phones to create a walking tour of historic buildings.

**COMMUNICATIONS FROM THE CITY PLANNER**

City Planner Lait introduced the staff which will be supporting the Commission. He also announced there will be training on the California Environmental Quality Act as it relates to historic properties.

**MEETING ADJOURNED**

Date / Time: May 23, 2012 /4:50 PM

**CITY OF BEVERLY HILLS**

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

**SYNOPSIS**

**TRAFFIC & PARKING COMMISSION REGULAR MEETING**

June 7, 2012

9:00 a.m.

**ROLL CALL – 9:03 a.m.**

PRESENT: FRIEDMAN, LICHT, LEVINE, GRUSHCOW, STEINBERG  
ABSENT: None

**STUDY SESSION – 9:04 a.m.**

**1. POLICE DEPARTMENT REPORT**

No report.

**2. COMMISSION CHAIR REPORT  
Mayor's Cabinet Meeting – May 8, 2012**

Informational update.

**3. COMMUNITY DEVELOPMENT QUARTERLY INSERT**

- a. Quarterly Project Update
- b. In Lieu Parking
- c. Medical Building Parking Requirements

Informational update.

**4. SMART TRAFFIC MANAGEMENT**

- a. Bicycle Update
  - i. Summary of Special Meeting
  - ii. Bicycle Rack Program
  - iii. City of Long Beach Bicycle Tour

Informational update.

**5. STATUS REPORT**

- a. Parking Authority Budget Overview
- b. Tour Bus Update
- c. Correspondence
- d. Traffic and Parking Commission Project Matrix

Informational update.

**COMMENTS FROM COMMISSIONERS (ORAL)**

**ORAL COMMUNICATION FROM THE AUDIENCE – 9:54 a.m.**

Resident Mark Elliot invited City officials to consider taking the City of Long Beach Bicycle Tour.

**ACTION ITEMS – 11:00 a.m.**

**1. REQUEST FOR AN ALL-WAY STOP AT THE INTERSECTION OF CARLA RIDGE AND ARKELL DRIVE (REVISION OF MINUTES)**

Motion by FRIEDMAN, seconded by LEVINE

5/0 To approve the revision of April 5, 2012 minutes.

AYES: FRIEDMAN, LICHT, LEVINE, GRUSHCOW, STEINBERG  
NOES: None  
ABSENT: None  
ASTAIN: None  
CARRIED

**2. CONSIDERATION OF THE MAY 3, 2012 REGULAR MEETING MINUTES**

Motion by FRIEDMAN, seconded by LICHT

5/0 To approve the May 3, 2012 minutes.

AYES: FRIEDMAN, LICHT, LEVINE, GRUSHCOW, STEINBERG  
NOES: None  
ABSENT: None  
ASTAIN: None  
CARRIED

**3. CONSIDERATION OF THE MAY 9, 2012 SPECIAL MEETING MINUTES**

Motion by LICHT, seconded by FRIEDMAN

5/0 To approve the May 9, 2012 Special Traffic & Parking Commission minutes.

AYES: FRIEDMAN, LICHT, LEVINE, GRUSHCOW, STEINBERG

NOES: None

ABSENT: None

ASTAIN: None

CARRIED

**ADJOURNMENT – 11:18 a.m.**