



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: January 8, 2013
To: Honorable Mayor & City Council
From: Byron Pope, CMC
City Clerk
Subject: Recommendations from the Election Ad Hoc Committee on City-Sponsored Candidate Forums and One-Minute Candidate Video Messages
Attachments: None

INTRODUCTION

Mayor Brien appointed Councilmember Bosse and Councilmember Gold as the 2013 Election Ad Hoc Committee. The committee met on Friday afternoon, January 4, 2013 to discuss election related issues for candidate forums and candidate one-minute video messages.

DISCUSSION

One-Minute Candidate Video Messages

The Ad Hoc Committee agreed on the candidates to tape a one minute video message for replay on the City's cable television station and to include the ability for the community to access the messages on the City's website video-on-demand service. The City has provided this opportunity to candidates in the past five City Council elections in March 2003, March 2005, March 2007, March 2009 and March 2011.

Candidate Forums

Staff received written requests from five City organizations interested in hosting or co-hosting a City-sponsored Candidate Forum in City Hall – Council Chambers:

1. The Municipal League (Thomas White)
2. Southwest Beverly Hills Homeowners Association (Kenneth Goldman)
3. Beverly Hills Chamber of Commerce (Andy Sywak)
4. Beverly Hills Weekly (Josh Gross/Rudy Cole)
5. PTA Council (Jennifer Terrell)

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The Ad Hoc Committee reviewed the requests at their January 4, 2013 Meeting, and the following three candidate forums are recommended:

- Municipal League of Beverly Hills – Tuesday, January 29, 2013 at 7pm.
- Southwest Beverly Hills Homeowners Association – Monday, February 4, 2013 or Thursday, February 7, 2013 at 7pm.
- Beverly Hills Chamber of Commerce and Beverly Hills Weekly (Co-host) – date to be determined by the Chamber and Weekly.

The PTA Council submitted an interest in having a forum and wanted to know the next step in the process. The Ad Hoc Committee recommends that the PTA Council work with the Honorable Les Bronte and the BHEF Teens Council for their non-City sponsored Candidate Forum being held on February 6, 2013 at 5pm at the BHHS Science and Tech Center Auditorium. The Beverly Hills Active Adult Club will also be hosting an additional non-City sponsored Candidate Forum at Roxbury Park (tentative date: February 25, 2013).

The Ad Hoc Committee requirements for the three forum sponsoring groups to host a City-sponsored Forum in City Council Chambers are as follows:

1. Submit the forum format.
2. Submit moderator(s) for the forum.
3. No organization commercials are allowed at the beginning of the forum.
4. No organization or moderator can endorse any candidate prior to holding their forum.
5. All candidates should have equal time to answer/respond to questions.
6. Questions and answers should be rotated amongst the six candidates; the same candidate should not begin answering questions in the same order each time.
7. Questions from the audience must be submitted in writing to the moderator prior to the commencement of the forum. No speeches from the public are allowed from the floor.
8. Due to the number of candidates, the recommended forum time limit is up to 2 hours; not to exceed 3 hours maximum.
9. Contact the City Clerk for a calendar of the candidates' unavailable dates in January 2013 and February 2013 to plan your forum date.

Submissions are to be given to Cheryl Friedling, Deputy City Manager of Public Affairs. Ms. Friedling will coordinate with the Election Ad Hoc Committee on the submissions for approval.

The Election Ad Hoc Committee decision for hosts of the forums is based on the information submitted by the organizations.

RECOMMENDATION

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

Byron Pope
Approved By

