

**CITY OF BEVERLY HILLS
MINUTES - STUDY SESSION
November 19, 2013
Council Chambers
2:30 P.M.**

**PRESENT: Mayor Mirisch
Vice Mayor Bosse
Councilmember Brien
Councilmember Gold
Councilmember Krasne
Jeff Kolin, City Manager
Larry Wiener, City Attorney
Mark Rosen, Police Captain
Megan Roach, Marketing & Economic Sustainability Manager
Cheryl Friedling, Deputy City Manager
Steve Zoet, Director of Community Services
Daniel Cartagena, Senior Management Analyst**

A - DIRECTION

1. Request by Mayor Mirisch for Council Consideration of the City Installing a Menorah as Part of the Holiday Décor Program
This item provides a request from Mayor Mirisch for City Council consideration for a City installation of a menorah as part of this year's holiday décor program.

Marketing and Economic Sustainability Manager Megan Roach summarized the request from Mayor Mirisch for the City to install a Menorah as part of its holiday decor program. The cost for procurement, installation, and storage is \$7,000. The proposed locations are either Beverly/Canon Gardens or Beverly Gardens Park.

City Attorney Wiener commented that case law indicates that a Menorah is not a religious symbol.

Council did not support the request for a Menorah to be included as part of the holiday decor. The Rodeo Drive/Special Events/Holiday Program liaison committee was directed to consider the installation of a Menorah as part of next year's holiday decor program.

2. Proclamation Honoring Lawrence I. Shapiro Memorial Award Honoree: Disaster Communications System Member Raymond Zakari
For recognition of his many hours of volunteer service to the Police Department.

Mayor Mirisch along with Beverly Hills Police Captain Mark Rosen presented Disaster Communications System (DCS) member Raymond Zakari with the Lawrence I. Shapiro Memorial Award for volunteer services.

Captain Mark Rosen summarized Mr. Zakari's numerous accomplishments and volunteer service. Mayor Mirisch congratulated Mr. Zakari for his accomplishments and thanked him for his volunteerism with the City.

Mr. Zakari expressed his thanks for the recognition.

3. Confirming City Council Meeting Dates for the First Half of 2014
Staff is seeking Council approval on the City Council Meeting dates from January through June, 2014.

Item discussed at the evening Formal City Council meeting.

4. Request of Mayor Mirisch for Council Consideration to Extend Design Review to the Hillside Area
Design review of single family homes currently is applicable only to the Central area of the City. This request would consider extending design review of single family home to also include the Hillside area.

Item not discussed.

5. Request by Reed Expositions France to Hold a World Class Fine Art Event in Late April 2015
Reed Expo is one of the world's leading event organizers. They are asking the City to host FIAC (Foire Internationale d'Art Contemporain) in late April, 2015. Representatives will be in attendance to explain the event, impacts to the community and to formally request approval to host the event in Beverly Hills.

Director of Community Services Steve Zoet introduced the proposal from Reed Expositions France for the City to host Foire Internationale d'Art Contemporain (FIAC) in late April 2015. Reed is desirous of a three year agreement with the City. The proposed sites for the event are the Burton Way median and the City-owned parcel in the Entertainment Business District (EBD). Mr. Zoet indicated that the pros and cons of each location is incorporated in the staff report. The Fine Art Commission liaisons consisting of Vice Mayor Bosse and Councilmember Krasne support the event. Mr. Zoet introduced Managing Director Michele Vilair and Mr. Compain from Reed Expositions.

Mr. Vilair provided background on the company and the events that they host and played two videos which provided an overview of their company and FIAC Paris.

City Manager Kolin indicated that it would cost approximately \$595,000 to demolish the building at the proposed EBD site. Mr. Compain, who is in charge of the Leisure, Luxury, and Cultural Division of Reed Expositions, commented that Reed is desirous of the collaboration between Reed and the City and that they would pay up to \$300,000 for the demolition with a three year commitment from the City with an additional two year

option.

Vice Mayor Bosse and Councilmember Krasne commented on behalf of the liaison committee.

Former Fine Art Commissioner Scott Stover spoke to the fact that Reed FIAC does not benefit from the amount of the art sales. City Attorney Wiener commented on the possibility of incorporating funding for the City within the agreement with Reed.

City Manager Kolin responded to questions regarding the EBD site before, during, and after the FIAC takes place. He also discussed the proposed leasing of sites adjacent to the site. In addition, he discussed staging of the event and the consideration of other sites for the exhibition. Mr. Compain indicated that FIAC is liable for any damage sustained by the artwork due to theft, fire, etc.

Council directed staff to move forward with the FIAC in the EBD and to finalize a contract between the City and Reed Expositions. Council directed staff to return for a discussion about the future uses of the site.

6. Reporting on the Recommendations of the Public Works Liaison Committee Relative to Amend the Term a Commissioner May Serve as Chair; Extend Term of Public Works Commissioners; and Expand the Size of the Public Works Commission
Staff to report on the Public Works Liaison Committee recommendation to the City Council: Commission term of office to be extended from 6 years to 8 years; amend the term a commissioner may serve as chair; and, expand the size of the Public Works Commission from 5 to 7 members.

Senior Management Analyst Daniel Cartagena reported on the recommendations of the Public Works Liaison Committee amending the term a commissioner may serve as Chair, extending the term of the commissioners, and expanding the size of the Commission.

The following members of the public spoke:

- Barry Pressman, MD, Public Works Commission Chair
- Peter Foldvary, former Public Works Commissioner

Councilmember Krasne commented on her request.

City Attorney Wiener clarified the municipal code regarding the term of the commission chair.

Mayor Mirisch designated a Commission Reform Ad Hoc consisting of Councilmembers Krasne and Gold to address the issues raised. City Manager Kolin enumerated the other commission issues that were discussed during the Council workshop. The Council will return prior to the initial meeting of the Ad Hoc to provide further direction.

7. South Beverly Drive Business Improvement District Formation Funding Proposal
This item provides an overview from the Beverly Hills Chamber of Commerce regarding a proposal to form a Business Improvement District on S. Beverly Drive.

Marketing and Economic Sustainability Manager Megan Roach reported on the South Beverly Drive Business Improvement District (BID) formation funding proposal. She indicated that the Beverly Hills Chamber of Commerce (Chamber) has funding for the exploration of a BID and a Request for Proposal (RFP) for a bid consultant, however, they do not have the funding to hire a consultant. She introduced Chamber Executive Director Alex Stettinski and Chief Financial Officer Andy Sywak who presented the SoBev BID.

The following member of the public spoke:

- Mark Elliot

Mr. Stettinski and Mr. Sywak responded to questions regarding the BID. Director of Parking Operations Chad Lynn responded to questions regarding the number of parking spaces on the street and the potential impact to current valet parking operations.

City Manager Kolin responded to questions regarding the level of City services provided to the Triangle and South Beverly Drive. He indicated that the Urban Design Project for the Business Triangle was accomplished through a Mello Roos assessment on properties in the Triangle which created improvements to the sidewalks, tree wells, and lighting. City Attorney Wiener provided clarification on the different types of property improvement assessments. Mr. Kolin discussed the municipal services provided along South Beverly Drive and elaborated on improvements that will be implemented. He made one distinction regarding enhanced municipal services provided on Rodeo Drive which include additional general fund allocations for median improvements and tree trimming. Finally, he responded to an earlier question regarding bike rack installations along South Beverly Drive.

Council reached consensus to approve the proposal and funding for \$50,000 which will be allocated on a month-to-month basis.

8. Request by Councilmember Krasne to Approve an Additional Donor Recognition Plaque on the Lily Pond
City Council approved the installation of two donor recognition plaques on July 2, 2013 that will be mounted on top of the southernmost wall of the lily pond upon its completion. Councilmember Krasne is proposing the addition of a third and final plaque to acknowledge the generosity of the Robert Anderson family for their previous gift of the replica Beverly Hills sign that has been installed at this location.

Director of Community Services Steve Zoet reported on the request by Councilmember Krasne to approve an additional donor recognition plaque on the lily pond for the Robert Anderson Family, whose generous contributions allowed for the construction and

installation of the replica Beverly Hills sign in Beverly Gardens Park.

Councilmember Krasne commented on her request.

Council agreed to approve the request to include an additional donor recognition plaque on the lily pond.

9. Proposal from the Sunshine Task Force Regarding Lobbyist Registration Forms
A revised draft of the Lobbyist Registration form has been submitted by the Sunshine Task Force for City Council review.

Community Outreach Manager Huma Ahmed introduced the Sunshine Task Force's proposal for a revised Legislative Advocate Registration form. Task Force member Fred Fenster summarized the steps that the Task Force has taken as a result of the Council direction provided at the September 24, 2013 Study Session.

City Attorney Wiener provided the amended definition of a legislative advocate as well as the proposed changes to the form. He also responded to questions regarding perjury, the penalties, the length of suspensions, and the process for adjudicating the penalties. Finally, he enumerated the changes to the form.

Council directed staff to move forward with the proposed form and penalties. Mr. Wiener clarified that his office will return with an ordinance that incorporates the changes discussed at a future City Council meeting. Once the ordinance is adopted, the new form will be approved for use. In addition, he will report to Council how other jurisdictions handle legislative advocacy enforcement and penalties.

10. Request by Mayor Mirisch to Discuss the Infiniti Project Located at 9031 Olympic Boulevard
This item was scheduled to provide residents an opportunity to share their concerns regarding the subject project to the City Council and for the Council to ask questions of staff. The subject project was approved by the Planning Commission on March 28, 2013.

Item pulled and moved to the December 5, 2013 Study Session Agenda.

11. Proposal by Former Mayor and Goodwill Ambassador Jimmy Delshad to Conduct a 'Century Wedding' Ceremony to Celebrate the Centennial in 2014
This item requests City Council consideration to designate Ambassador Jimmy Delshad to oversee the 100 Chinese Weddings initiative to further promote Beverly Hills during the Centennial.

Deputy City Manager Cheryl Friedling presented the event proposed by former Mayor Delshad entitled the "Century Wedding Initiative". The event will occur approximately November 2014. Ms. Friedling introduced former Mayor Delshad who spoke about the proposed initiative. He is requesting that the City be a co-sponsor for the event as well as provide him a letter from the City Council endorsing the event which he needs

to move forward with the initiative.

Ms. Friedling responded to questions regarding the costs for the event which include waiving permit fees, traffic control, and staff costs. Mayor Delshad indicated that he has spoken with the Beverly Hills Conference and Visitors Bureau (CVB) and they have agreed to be a sponsor. Councilmember Brien requested letters of support from the CVB and the hotels.

Council directed staff to conduct another meeting with the CVB liaisons and requested that their board approve this proposal prior to the City endorsing the event as well as retain agreement from the Rodeo Drive Committee. The item will return to a future Council Study Session for further consideration and approval.

B - ADDITIONAL ITEMS TO CONSIDER (TIME PERMITTING)

- 12.** Proposed Amendment to Farmers' Market Annex Rules
Staff seeks direction for proposed amendments to the existing Farmers' Market Annex rules as they pertain to the maximum number of dates allowed per year that nonprofit health organizations may have a booth at the Market Annex and the assessment of fees as relates to this participation.

Item not discussed.

C - INFORMATION

- 13.** Health and Safety Commission
Provides information to the City Council on the Health and Safety Commission's accomplishments for FY 12-13 and their work plan and focus areas for FY 13-14.

Item not discussed.

- 14.** Holiday Lighting Ceremony
Provides information regarding the Holiday Lighting Ceremony to be held on the 200 block of North Rodeo Drive on Sunday, November 24 at 5:00 p.m.

Item not discussed.

- 15.** The Maple Counseling Center - Use of Academy Theater
Transmits information regarding the Maple Counseling Center's request to utilize one of the City's "free rentals" of the Academy of Motion Picture Arts & Sciences theater during the month of April 2014.

Item not discussed.

Study Session Minutes
November 19, 2013

The Study Session recessed at 6:29 p.m. to the Closed Session to discuss items that are identified on the agenda that has been prepared for the meeting. The Closed Session adjourned at 7:00 p.m.

PASSED, Approved and Adopted
this 5th day of November, 2013



BYRON POPE, City Clerk

JOHN A. MIRISCH, MAYOR

This meeting was televised on City of Beverly Hills Municipal Government Television Access, BHN/10, Time Warner Cable.