

**CITY OF BEVERLY HILLS
MINUTES - STUDY SESSION
February 4, 2014
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
Byron Pope, City Clerk
Aaron Kunz, Deputy Director of Transportation
Megan Roach, Marketing & Economic Sustainability Manager
Sergeant Gregg Mader
Officer Kyle Batty
Steve Zoet, Director of Community Services
Chad Lynn, Director of Parking Operations
Therese Kosterman, Public Information Manager

A - DIRECTION

1. Planning Commission Interview Panel Report
Transmits the interview panel's appointment recommendation for the Planning Commission.

City Clerk Byron Pope reported on the Planning Commission Interview Panel's recommendation. Mr. Pope indicated that he previously reported on the panel's recommendation at the Council's January 7, 2014 Study Session, but Council did not reach consensus on the recommended appointee and were directed to select a different applicant for consideration. The panel is currently recommending Farshid Joe Shooshani to the Planning Commission to fill the position of Commissioner Dan Yukelson whose term ends on February 28, 2014.

Vice Mayor Bosse commented on behalf of the interview panel's recommendation of Mr. Shooshani.

Mayor Mirisch commented on the rejection of the appointment of Marilyn Gallup to fill the Planning Commission vacancy.

Council agreed with the recommendation of the interview panel to appoint Farshid Joe Shooshani to the Planning Commission. The item will be placed on the February 18, 2014 City Council Regular meeting for formal adoption.

2. Public Works Commission Interview Panel Report
Transmits the interview panel's appointment recommendation for the Public Works Commission.

City Clerk Byron Pope reported on the recommendation of the Public Works Commission (PWC) Interview Panel comprised of Mayor Mirisch, Councilmember Krasne, PWC Chair Barry Pressman, and PWC Vice Chair Ron Shalowitz to appoint Jerrold S. Felsenthal to fill outgoing Commissioner's Steven Weinglass' position.

Mayor Mirisch and Councilmember Krasne commented on the interview panel's recommendation.

Council concurred with the recommendation of the interview panel to appoint Jerrold S. Felsenthal to the PWC. The item will be placed on the February 18, 2014 City Council Regular meeting for approval.

3. Request by Councilmembers Brien and Krasne for a Discussion Regarding Tour Bus Activity
City Council review of options to regulate tour buses.

Deputy Director of Transportation Aaron Kunz introduced the item at the request of Councilmembers Krasne and Brien for a discussion regarding tour bus activity. Tour buses are regulated by the California Public Utilities Commission. The City can regulate the weight restrictions, staging and loading of the tour buses, and California Vehicle Code regulation enforcement.

Councilmembers Brien and Krasne commented on their reasons for placing this item on the agenda.

Sergeant Gregg Mader and Officer Kyle Batty indicated that the double-decker tour buses are not illegal. Sgt. Mader responded to questions regarding traffic violations committed by the tour bus operators.

Mr. Kunz responded to questions regarding what the Rodeo Drive Committee, Chamber of Commerce, and Conference and Visitors Bureau opinions are on the value of tour buses to the City.

City Attorney Wiener responded to questions regarding the City's ability to regulate passenger stage corporations. He also spoke to decreasing the City's heavy haul routes.

Director of Parking Operations Chad Lynn responded to questions regarding Parking Enforcement's ability to issue tickets to tour buses.

City Manager Kolin indicated that staff will develop stronger enforcement of tour buses, create fixed routes for buses, and potentially change the weight limits on more streets within the business triangle.

4. Recommendation from the CVB/Marketing Committee Regarding Beverly Hills Conference and Visitors Bureau's Proposal and Funding Request for Local Marketing and China Hotel General Managers Sales Mission

This item provides a recommendation from the CVB/Marketing Committee regarding a proposal and funding request from the BHCVB for two marketing initiatives.

Marketing & Economic Sustainability Manager Megan Roach introduced the recommendation from the Conference and Visitors Bureau Marketing Committee consisting of Vice Mayor Bosse and Mayor Mirisch regarding two new marketing initiatives.

CVB Executive Director Julie Wagner introduced CVB Board Vice Chair Ben Trodd who commented that their first initiative is a local marketing drive and the second initiative is a China Sales mission. Ms. Wagner presented the CVB's proposal for both initiatives. CVB Boardmember Bill Wiley reported on the retail occupancy rates in Beverly Hills. He stated that Rodeo Drive is 100% leased and Beverly Drive is 90% leased. CVB Boardmember Hermann Elger spoke about the China Sales Mission and attending the ILTM Asia (International Luxury Trade Market).

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

Ms. Wagner responded to questions regarding bringing this item mid-budget cycle. Ms. Roach also commented on the reasons for bringing this item forward at this time. Chief Financial Officer Don Rhoads commented on next fiscal year's budget.

The following member of the public spoke:

- Woodrow "Woody" Clark

The Council reached consensus to move forward with both initiatives.

5. Request for Donor Recognition Opportunity Associated with the Beverly Gardens Restoration Project This item requests City Council consideration for the installation of a donor recognition plaque, generally consistent in size, content and method of placement as previously approved, within the Foothill to Elm block of the Gardens in accordance with the request of a major donor.

Director of Community Services Steve Zoet presented the request for a donor recognition plaque opportunity associated with the Beverly Gardens Restoration Project, specifically the Doheny Drive Fountain and the Rose Garden sites. The previously approved recognition plaque template will be used for these new sites.

Councilmember Krasne recused herself from the discussion due to a conflict of interest.

Council agreed with the recommendation from staff.

6. Request by Councilmember Gold to Consider Options for Commissioner Jeffrey S. Levine to Continue Work on Disabled Parking Placard Reform After the Expiration of His Second Term with the Traffic and Parking Commission
This transmits options for the City Council to consider to allow for Commissioner Levine to continue work on disabled placard reform after the expiration of his second term with the Traffic and Parking Commission.

Director of Parking Operations Chad Lynn indicated that he did not have a presentation for this item. Councilmember Gold commented on his request to place this item on the agenda.

Deputy Director of Transportation Aaron Kunz responded to a question regarding the term expirations for the Traffic and Parking Commissioners. City Manager Kolin indicated that Julie Steinberg's term expires January 6, 2015 and Alan Grushcow's term expires September 8, 2015. Neither of these commissioners is eligible for reappointment.

Director of Parking Operations Chad Lynn responded to questions regarding Mr. Levine's legitimacy at the state level if he is not a commissioner any longer but given the title of ambassador or advisor.

Council directed staff to move forward with providing Mr. Levine with some authoritative title, but they did not agree to extend his term as a commissioner on the Traffic and Parking Commission.

7. Request from Resident Magdalena Mirisch to Host a Cable TV Public Affairs/Talk Show
This item seeks City Council direction on a request from resident Magdalena Mirisch to host a public affairs talk show for the City's cable channel Beverly Hills Television (BHTV).

Public Information Manager Therese Kosterman summarized the request by resident Magdalena Mirisch to host a cable television public affairs talk show previously hosted by the late Rudy Cole.

Mayor Mirisch recused himself from the discussion since the requester is his ex-wife.

Ms. Mirisch provided further information on her ideas for this show.

The following member of the public spoke:

- Myra Lurie indicating her support

Council approved the request from Ms. Mirisch for a cable television public affairs talk show.

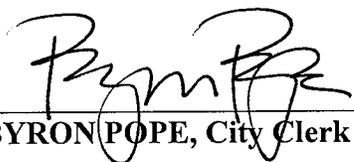
B - INFORMATION

8. Update On Substantial Compliance Determination This item provides an update on the use of the substantial compliance determination process in 2013.

Item not discussed.

The Study Session recessed at 5:17 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 18th day of February, 2014



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.