

**CITY OF BEVERLY HILLS**  
**MINUTES – SPECIAL STUDY SESSION**  
**March 4, 2014**  
**Council Chambers**  
**1:45 P.M.**

**PRESENT: Mayor Mirisch**  
**Vice Mayor Bosse**  
**Councilmember Brien**  
**Councilmember Gold**  
**Councilmember Krasne**  
**Jeff Kolin, City Manager**  
**Larry Wiener, City Attorney**  
**Megan Roach, Marketing and Economic Sustainability Manager**  
**Don Rhoads, Director of Administrative Services/CFO**  
**Don Harrison, Budget and Revenue Officer**  
**Susan Healy Keene, Director of Community Development**  
**Chad Lynn, Director of Parking Operations**

**A - DIRECTION**

1. Gateway Project Update Site Observation  
 Requests that the City Council visit the site of the Gateway at Wilshire Boulevard and San Vicente and affirm the proposed height of the tower structure.

The Mayor called the meeting to order at 1:49 p.m. The meeting was recessed at 1:50 p.m. so that a site visit at the Wilshire/San Vicente Gateway could be conducted. Council traveled via City trolley to the site. Councilmember Brien arrived separately at 2:10 p.m.

Council along with staff and representatives from Gruen, the City's consultant, viewed the height of the proposed monument signage at the Wilshire/San Vicente Gateway site.

Council did not agree with the proposed height and told staff to return with a new recommendation from the consultant. Council returned to Chambers at 2:50 p.m.

2. Proclamation Presentation to CVS Caremark  
 Presentation to CVS Caremark in honor of their decision to stop selling tobacco products.

Mayor Mirisch and Vice Mayor Bosse presented a Proclamation to Senior Director of Government Affairs Eric Douglas, Store Manager Robert Miranda, and District Manager Steve Yamamoto on behalf of CVS Caremark for their decision to stop selling tobacco products in its stores.

Mr. Douglas and Mr. Yamamoto expressed their appreciation for receiving this

Proclamation and commented on CVS Caremark's decision to stop selling tobacco products.

3. Employee Recognition: Shirley Byrd  
Development Services Technician Shirley Byrd will retire from the City on March 6, 2014 with 32 years of service to the City.

Mayor Mirisch and Councilmember Krasne presented a Certificate of Commendation, a Certificate of Retirement and a plaque to Shirley Byrd for 32 years of service to the City of Beverly Hills. Mayor Mirisch summarized Ms. Byrd's accomplishments during her tenure with the City.

Councilmember Krasne shared her personal experience in working with Ms. Byrd.

Ms. Byrd thanked the Council for allowing her to be a part of the City for the past 32 years.

4. Fiscal Year 2013/14 Mid-Year Budget Status Report  
This report is to provide information regarding the progress of the City and its finances through the first half of the fiscal year.

Director of Administrative Services/CFO Don Rhoads and Budget and Revenue Officer Don Harrison presented the City's fiscal year 2013/14 mid-year budget status report. The presentation provided information on the current economy, general fund revenue projections, general fund expenditures, general fund financial forecast as well as PERS rates and unfunded pension liability updates.

Mr. Rhoads and Mr. Harrison responded to questions from Council.

City Manager Kolin commented on the City's unfunded liabilities and indicated that staff would return to a future Study Session with recommendations for dealing with them.

5. Request for Authorization to Appropriate \$378,058 from General Fund Revenue to Fund Three New Positions in Community Development  
Due to increased development activity, the department seeks funds to support 3 new positions; all positions are supported through application processing fees.

Director of Community Development Susan Healy Keene summarized her request to appropriate \$378,058 to create three (3) new positions which would be offset by revenues. She discussed the increase in development projects throughout the City.

City Manager Kolin responded to questions regarding hiring back retired employees and the possibility of needing additional staff in Community Development.

Council approved the request to appropriate \$378,058 from general fund revenue to add three (3) positions in Community Development.

6. Review of the Proposed Taxicab Franchise Request for Proposal and a Draft of the Preliminary Changes Recommended to the Beverly Hills Municipal Code  
Provides preliminary Request for Proposal (RFP) for taxicab services to replace existing system of taxicab certificates with a taxicab franchise and seeks City Council direction regarding proposal and proposed Municipal Code changes.

Director of Parking Operations Chad Lynn reviewed the proposed taxicab franchise request for proposal (RFP) and changes to the municipal code. The presentation included the regulatory goals, balancing regulation, taxicab study, franchise conversion, urgency ordinance, franchise terms, minimum qualifications, selection process, rating premium, award recommendation, ground rules, and a summary of today's request.

The following members of the public spoke:

- AJ Willmer
- William Rouse, Yellow Cab
- Richard Montgomery, representing Beverly Hills Taxi, United Taxi, and Independent Taxi
- Neil Evans, representing Beverly Hills Taxi and Independent Taxi
- Yevgeny Smolyar, President of Los Angeles Checkered Cab
- Michael Calin, Bell Cab

Mr. Lynn and Nelson Nygaard consultant David Koffman responded to questions from Council.

City Manager Kolin clarified that Council does not have consensus to offer the 5% bonus and confirmed that staff has the information they need to move forward. Mr. Lynn indicated that he would respond to Council via email regarding the items that he needed to research further and that staff would contact the Council for a list of names of residents to sit on the panel reviewing the RFP that are submitted. City Attorney Wiener further clarified that Council is directing staff to move forward with releasing the RFP with the recommendations enumerated by Council.

7. Recommendation from the Holiday/Special Events/Rodeo Drive Committee Regarding Baccarat Chandeliers Holiday Decor Proposal  
This item is a recommendation from the Council Committee regarding a proposal to install Baccarat crystal chandeliers on Rodeo Drive during the 2014 holiday season.

Marketing and Economic Sustainability Manager Megan Roach presented the recommendation from the Holiday/Special Events/Rodeo Drive Committee to install Baccarat chandeliers on Rodeo Drive for the 2014 holiday season. The Committee recommends \$180,000 in City funding for the chandeliers. Ms. Roach's presentation provided background information, information on the Rodeo Drive Committee (RDC), installation proposed funding, the tourism and marketing budget, and the funding allocations over the past few years.

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Vice Mayor Bosse and Councilmember Krasne commented on behalf of the Committee. They thanked Tom Blumenthal, CEO of Geary's, for his donation.

Mr. Blumenthal responded to questions regarding the life span of the chandeliers.

City Manager Kolin commented on the how the holiday funding is allocated.

Council approved the recommendation of the Committee to allocate \$180,000 for the installation of Baccarat crystal chandeliers on Rodeo Drive during the 2014 holiday season.

8. Request by Mayor Mirisch for an Update on the Progress of the Ad Hoc Committee Work on the Commission Structure Review  
The request is to the Committee (Councilmembers Gold and Krasne) to provide a progress report on their work to the Council.

Item not discussed.

9. Request from Councilmember Julian Gold for a Review of the City's 2014 Tournament of Roses Float  
This item provides a recap of the City's float including community participation, lessons learned and return on investment.

Item not discussed.

10. Consideration of Installation of the City Shield or City Seal in the Commission's Meeting Room (Council Chamber Room 280A)  
The report provides two options (City seal and shield) for consideration by the Council to be installed on the wall immediately behind the dais.

Item not discussed.

11. Southeast Task Force: Next Steps  
Provides an update on the discussion at the December 12, 2013 task force meeting and a recommended action plan for implementation of task force objectives.

Item not discussed.

12. Traffic and Parking Commission Interview Panel Report  
Transmits the interview panel's appointment recommendation for the Traffic and Parking Commission.

Item not discussed.

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13. Human Relations Commission Interview Panel Report  
Transmits the interview panel's appointment recommendation for the Human Relations Commission.

Item not discussed.

14. Request by House of Bijan to Install Permanent Plaques in the Sidewalk and a Decorative Parking Meter on Rodeo Drive  
Staff is seeking input and direction from City Council regarding proposed modifications in the public right-of-way prior to consideration of an encroachment permit application.

Item not discussed.

B - INFORMATION

No items.

C - INFORMATION

15. Emergency Repair Work at the La Cienega Tennis Center  
This emergency contract provides for unexpected remediation and construction services at the La Cienega Tennis Center.

Item not discussed.

The Study Session recessed at 6:19 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 1<sup>st</sup> day of April, 2014

  
BYRON POPE, City Clerk

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LILI BOSSE, MAYOR

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