



STAFF REPORT

Meeting Date: September 23, 2014
To: Honorable Mayor & City Council
From: Jeffrey Kolin, City Manager
Subject: Summary Report from City Council Workshop held on July 29, 2014

Attachments:

1. City of Beverly Hill City Council Workshop Agenda
2. City of Beverly Hills City Council Workshop Summary Report

INTRODUCTION

The City Council held a workshop on July 29, 2014, from 2:30 p.m. to 5:00 p.m. The workshop was noticed as a public meeting and held in the Municipal Gallery at City Hall. Participants in the workshop included, Mayor Bosse, Vice Mayor Gold, Councilmember Brien, Councilmember Mirisch, Councilmember Krasne, City Manager Jeff Kolin, City Attorney Larry Weiner, and City Clerk Byron Pope. The workshop was facilitated by Jan Perkins with the firm Management Partners. Unless directed otherwise, staff will work on scheduling a follow-up workshop in six months.

DISCUSSION

A summary report of the workshop activities and outcomes has been prepared by the facilitator and is included as an attachment to the staff report. The workshop agenda and topics were developed from individual interviews with City Council members and reviewed and modified during the workshop. The attached report details the discussion of the topics considered in the workshop. The remaining process issues which were agenzized and not addressed could be discussed at a future workshop.

FISCAL IMPACT

There are no fiscal impacts at this time.

RECOMMENDATION

This item is for City Council information only.

Jeffrey Kolin
Approved By

A handwritten signature in black ink, appearing to read "Jeff Kolin", is written over a horizontal line that extends from the "Approved By" text.

Attachment 1

**BEVERLY HILLS CITY COUNCIL
SPECIAL MEETING**

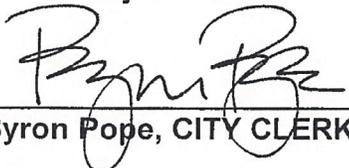
**CITY HALL
Municipal Gallery
455 North Rexford Drive
Beverly Hills, CA 90210**

**Tuesday, July 29, 2014
2:30 p.m.**

I, Lili Bosse, Mayor of the City of Beverly Hills, hereby call a Special Meeting of the City Council at the time and place noted above to discuss the matter listed in the agenda.

SPECIAL MEETING AGENDA

- 1. Welcome by the Mayor and Roll Call**
- 2. Public Comments**
Members of the public will be given the opportunity to directly address the City Council on any item listed on the agenda.
- 3. City Council Workshop**
 - Policy Issues
 - City's Role in Attracting Business
 - City's Role in Land Acquisition
 - Process Issues
 - Procedural Changes to Robert's Rules of Order
 - Discussion on Productive Council Meetings
 - Discussion on Staff Recommendations in Agenda Reports
 - Community Outreach Beyond Traditional Formats
 - Discussion on How Council Can Assist Staff
- 4. Adjournment**


Byron Pope, CITY CLERK

Posted: July 25, 2014



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Clerk's Office at (310) 285-2400. Please notify the City Clerk's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility. Council Chambers is equipped with audio equipment for the hearing impaired, and is wheelchair accessible.

Attachment 2

**City of Beverly Hills
City Council Workshop**

Held July 29, 2014

**Management
Partners**



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Summary Report

On Tuesday, July 29, 2014, the City Council, City Manager, City Attorney and City Clerk participated in a Workshop from 2:30 to 5:00 p.m. The Workshop was held in the Municipal Gallery of City Hall and was a public meeting properly noticed pursuant to the Brown Act.

Participants in the Workshop were:

- Mayor Lili Bosse
- Vice Mayor Julian Gold, M.D.
- Councilmember Willie Bren, M.D.
- Councilmember Nancy Krasne
- Councilmember John Mirisch
- City Manager Jeff Kolin
- City Attorney Larry Weiner (Richards Watson Gershon)
- City Clerk Byron Pope

The facilitator for the workshop was Jan Perkins, Senior Partner with Management Partners.

Workshop Objectives and Agenda

Mayor Lili Bosse opened the discussion by welcoming participants and the public, and introducing the Workshop objectives. The objectives for the day were as follows.

- Discuss policy issues of interest
- Discuss procedural changes suggested by the City Attorney
- Strengthen teamwork between Council and staff

The agenda for the meeting was as follows.

- Welcome by the Mayor
- Public comment
- Review agenda for the workshop
- Discuss the City's role in attracting business and what types of businesses should we seek
- Discuss the City's role be in land acquisition (whether there should be a role and for what purposes)
- Procedural changes suggested by the City Attorney as alternatives to Robert's Rules of Order
- Wrap up

Workshop Ground Rules

At the start of the workshop, the facilitator proposed the following ground rules to help the Council and staff have a successful workshop.

- Listen with respect and a spirit of inquiry
- Seek consensus
- Consider new ideas
- Assume good intent of each other
- D.T.I.P (Don't Take It Personally)

To prepare for the workshop, facilitator Jan Perkins conducted pre-workshop interviews with each Councilmember to collect suggestions about topics for discussion during the Workshop. A total of 14 possible topics were suggested (see Attachment A for complete list).

Policy Issues for Discussion

Policy Issue 1: City's Role in Business Attraction

Question discussed: "What should be the City's role in attracting business and what types of businesses should we seek?"

Comments and considerations

- It is our responsibility to be actively involved in attracting business; we should stay in the forefront; be dynamic
- We have a role and it should be within a larger vision of what we are looking for; City Council to be in forefront of creating a vision of what we want here by way of business; we should be forward thinking in what we want in future
- Create and keep elements of welcoming business and in particular the mystique of who we are; be active in shaping this
- We are part of branding our city, along with others in our community
- New York sales mission is one example of how we work to attract business
- We should be a city of *yes*: figure out how to make it work; we should not stand in way of business
- The only constant is *change* and we need to be adaptable
- Know companies have options
- We need to understand what the cost to the City could be
- Consider incentives on case by case basis (incentives could be code changes as well as tax considerations)
- Rents are high; what can City do, if anything, to make rents less painful for business; how to engage landowners, incentivize them

Possible steps

- Look at urban planning model and opportunities: create a vision, have balance, be active
- 3 Levels
 - Create milieu for business (streets, safety, etc.)
 - Triangle: resulted from active management of the street, to create tourist destination; what is next iteration of the triangle? How do we get them here?
 - Look at the other parts of our community to see what would support those parts
- Identify gaps in businesses we need here and what we would like to encourage (e.g., entertainment industry, one of a kind stores,

place-defining companies, headquarters of Asia Pacific companies, hotels)

- Provide advice to companies for dealing with our processes; have an easy to use permitting process (we have made our process timely for applicants)
- Assist Chamber of Commerce and Conference & Visitors Bureau
- Identify new ways to bring business here, for reaching out
- Get ahead of curve of certain types of businesses that are not sustainable

Policy Issue 2: City's Role in Land Acquisition

Question discussed: "Should the City have a role in land acquisition and if so, for what purposes?"

Comments and considerations

- A public purpose is required for land acquisition (e.g., parking, parks)
- Look at property opportunities that come up or focus on certain areas where City wants to help make things happen for future public use
- Have a land banking approach for future public uses
- A vision of urban plan could call for the City purchasing land
- Be active rather than passive; identify areas in the city where we want to acquire land to help create the type of urban environment we want

Group consensus

The City should have an active and dynamic role in business development and land acquisition. There should be a focus on urban design and a plan for specific areas. We can learn from other cities who have been successful in business attraction. We can explore private-public partnerships.

Staff can research and provide strategy recommendations to the Council. A Council subcommittee can be established to help move this forward. The Mayor and Vice Mayor volunteered for that subcommittee. Further Council discussion will be needed, as will outreach to the community.

Council Rules of Procedure Discussion

The City Attorney indicated he is working on documenting the City Council's rules of procedure and an alternative to Robert's Rules of Order. The rules of procedure being documented reflect current practices of the Council but are not provided in an easy to use document. After discussion, it was agreed that the City Attorney will bring this item back to the Council in the future.

Wrap Up

At the end of the Workshop, Councilmembers and staff each shared their perspectives about the meeting. The consensus was that it was useful to discuss policy issues in this informal setting.

Attachment A: Full List of Suggested Discussion Topics

To prepare for the workshop, facilitator Jan Perkins conducted pre-Workshop interviews with each Councilmember. The topics that were suggested are listed below. The first two topics were discussed at the Workshop.

1. **Discuss the City's role in attracting business and what types of businesses should we seek.**
2. **Discuss the City's role be in land acquisition (whether there should be a role and for what purposes).**
3. Discuss ways to continue to have productive Council meetings in a positive environment; what do Councilmembers think the Council can do to foster a professional environment at Council meetings.
4. How to ensure that the reasoning behind recommendations is clearly provided so the Council can understand choices and options.
5. Ways to achieve greater outreach to the community beyond the traditional formats.
6. What does staff think the Council could do that would be helpful to them.
7. Procedures for appointing commissioners (if not finalized prior to the Workshop).
8. Improving the City's image and impact in regional discussions; raising our profile regionally.
9. Council should be visionary and not just legislative; what is the Council's vision for the community, or certain parts of the community (e.g., southeast).
10. What does the Council expect with regards to having staff recommendations on staff reports.
11. At Council meetings, when a citizen is getting out of line, what can the City Manager or City Attorney do to help resolve things.
12. Management structure of the City and the role of the Council in appointing and retaining department heads.
13. Obtaining a list of lobbyist contacts to development liaison committee and staff members for major developments.
14. Work with League of California Cities to advocate for defined contribution pension plans