

**CITY OF BEVERLY HILLS  
MINUTES - STUDY SESSION  
September 2, 2014  
Council Chambers  
2:30 P.M.**

**PRESENT:** Mayor Bosse  
Vice Mayor Gold  
Councilmember Brien  
Councilmember Mirisch  
Councilmember Krasne  
Jeff Kolin, City Manager  
Laurence Wiener, City Attorney  
Megan Roach, Marketing & Economic Sustainability Manager  
Susan Healy-Keene, Director of Community Development  
David Schirmer, Chief Information Officer  
Gisele Grable, Community Services Administrator  
William Crouch, Urban Designer  
Reina Kapadia, Associate Planner  
Shelley Ovrom, Assistant Director of Administrative Services/Human Resources

**Oral Communications**

1. Former Mayor Steve Webb thanked the Council for the Concert Series at the Beverly Canon Gardens. He also asked the Council to review the process and procedures related to Historical Preservation. Mayor Bosse directed the item be put on a future Study Session agenda and possibly set an ad hoc liaison committee meeting.

**A - DIRECTION**

1. **License Agreement with Phil Savenick's Company, TV is OK Productions, Inc., for the "Beverly Hills: 100 Years, 100 Stories" Video Project**  
This item is the proposed license agreement between TV is OK Productions, Inc. (Mr. Savenick's company), and the City of Beverly Hills for the 'Beverly Hills: 100 Years, 100 Stories' video project. Staff is requesting City Council direction on the funding amount for the license agreement and once that direction is given, that the City Council authorize the City Manager to execute the agreement.

Marketing & Economic Sustainability Manager reported on the proposed license agreement with TV is OK Productions, Inc.

Phil Savenick, founder of TV is OK Productions, Inc. indicated he would like to share his videos with the community and to give his project the best exposure possible.

Speaking:

1. Thomas White
2. Rose Norton

City Attorney Laurence Wiener clarified the use of the City studio by Mr. Savenick is in conjunction with the 'Beverly Hills: 100 Years, 100 Stories' project only.

Council consensus was to approve the funding amount for the license agreement and to authorize and direct the City Manager to execute the agreement.

**2. Request by Councilmember Mirisch to discuss the process for modification of the Beverly Hilton Specific Plan for 9876 Wilshire Boulevard (Waldorf Astoria Hotel)**

This report provides an overview of the various types of modifications that may be requested as part of the Beverly Hilton Specific Plan, and the different processing requirements that would apply to such modifications.

Director of Community Development Susan Healy-Keene briefed the Council on the process for modification of the Beverly Hilton Specific Plan for 9876 Wilshire Boulevard (Waldorf Astoria Hotel). Ms. Healy-Keene indicated staff determined that out of the three categories of project modifications outlined in the Specific Plan, some of the requests regarding the Waldorf Astoria Hotel fell under 'Modifications' while most fell under 'Administrative Modifications.' None of the requests fell under Formal Amendments. Under Administrative Modifications, the Director of Community Development can make a decision and then the ability to call up the item would be at the Council's discretion. That decision has not yet been made.

Councilmember Mirisch indicated the Planning Commission should be made part of the decision making process.

Speaking:

1. Howard Fisher
2. Craig Corman
3. Thomas White

City Attorney Laurence Wiener explained there is a two-step process spelled out in the Specific Plan that should be followed, but indicated if the Council disagrees with the Director's decision, the Council can call up the item.

Council consensus was to continue with the process currently in place as part of the Specific Plan which allows the Director of Community Development to make Administrative Modifications decisions.

**3. Request by Councilmember Brien to Discuss Options for Residential Video Services**

***Item First Agendized June 17, 2014***

Provides an overview of current and potential residential video services providers including Time Warner Cable and AT&T.

Chief Information Officer David Schirmer provided a PowerPoint presentation on the options for residential video services including background on regulations, primary video

providers in the City (Time Warner Cable, Direct TV, and Dish Network), alternatives to traditional video services, and strategies for expanding options.

Speaking:

1. A.J. Willmer
2. Thomas White

Council supports the project.

**4. Horace Mann Carnival on Sunday, September 21, 2014**

Requesting City Council direction on proposal for a Hamel Drive street closure and request to waive fees for the upcoming Horace Mann School Carnival on Sunday, September 21, 2014.

Councilmember Mirisch and City Attorney Laurence Wiener recused themselves.

Community Services Administrator Gisele Grable presented an update on the Horace Mann Carnival now due to be held on Sunday, October 26, 2014. Due to planned construction on school grounds, the majority of the playground area where the carnival rides and games are held will be unavailable. As a result, the Horace Mann School PTA requested the closure of Hamel Drive between Wilshire Boulevard and Charleville Boulevard.

Horace Mann PTA Vice President Peter Gabayan answered questions

Council approved the staff recommendation.

**5. "Hire Local" Program Outreach and Request by Councilmember Mirisch for Council Consideration of Local Preference in the City's Internship Program  
*Item First Agendized June 24, 2014***

Councilmember Mirisch is asking the City Council to provide direction on instituting preferential selection for residents during recruitment for the City's internship program. In addition, the report provides an update on the Human Resource Divisions' effort to promote City employment to local residents.

Assistant Director of Administrative Services/Human Resources Shelley Ovrom reported on the "Hire Local" Program Outreach. Ms. Ovrom summarized the current and upcoming efforts of the outreach program.

Speaking:

1. A.J. Willmer
2. Dr. Debra Judelson

Council consensus was to continue with the promotion of this item and in the future to include an update as an information item.

**6. Request by Councilmember Mirisch to Discuss City Council Approval of Seismic Report for Projects in the City**  
*Item First Agendized July 1, 2014*

This item is presented for Council discussion of the review process and procedures for seismic reports related to development projects in the City.

Item not discussed.

**7. Request from Councilmember Mirisch To Review Transient Occupancy Tax (TOT) Policy for Funding Tourism and Marketing Programs**  
*Item First Agendized August 19, 2014*

This request is to review the City Council's direction to provide 2% of annual Transient Occupancy Tax (TOT) revenue to fund Tourism and Marketing Programs.

Item not discussed.

**8. Request by Councilmember Krasne to Review the City's Protocol for Lowering the Flags of the United States and the City of Beverly Hills at City Facilities**  
*Item First Agendized August 19, 2014*

This request is for City Council review of the City's current approach to lowering the flags and direction on how the decision to lower the US Flag is made when there is no federal proclamation.

Item not discussed.

**9. Request by Cultural Heritage Commission to Discuss Proposed Name Change for Fountain in Will Rogers Memorial Park**

Discuss providing direction to the Cultural Heritage Commission to study changing the name of the Doheny Fountain to the Margaret J. Anderson Fountain in honor of her donation of the Park to the City and her contributions to the early development of the community as the builder and first owner of the Beverly Hills Hotel.

Urban Designer William Crouch introduced Associate Planner Reina Kapadia. Ms. Kapadia gave a brief presentation on the Will Rogers Memorial Park background and the proposed name change of the fountain in the middle of the park to hotelier and city pioneer, Margaret J. Anderson.

Speaking:

1. Maralee Beck
2. Noah Furie

Council consensus was to move forward with the request.

**B - ADDITIONAL ITEMS TO CONSIDER (TIME PERMITTING)**

No items at this time.

**C - INFORMATION**

**10. Request by Councilmember Mirisch for a Statement of Support for Nursing Mothers**

This item references State Law which provides nursing mothers the right to breastfeed their children in any public location where the mother and child are authorized to be present. This item also encourages local retailers, restaurants and others to be sensitive to nursing mothers and to be accommodating to the needs of breastfeeding mothers.

Item not discussed.

**11. Rodeo Drive Festival of Watches and Jewelry Program, and Concert on Sunday, September 14, 2014**

Transmits information regarding the Festival of Watches & Jewelry program during the week of September 14-21, and a concert on the 300 block of Rodeo Drive on Sunday, September 14, 2014.

Item not discussed.

**12. Warner Bros. Entertainment, Inc. Post-Premiere Party at Spago**

Provides information regarding holding a post-premiere party on the 100 block of North Canon Drive on Wednesday, October 1, 2014.

Item not discussed.

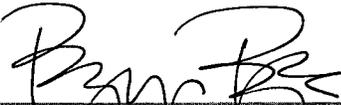
**13. Chamber of Commerce Request for Usage of the Wallis Annenberg Center for the Performing Arts**

Provides information regarding the Beverly Hills Chamber of Commerce usage of the Wallis Annenberg Center for the Performing Arts to conduct their 2015 Beverly Hills Tomorrow: A Vision for the Future event.

Item not discussed.

The Study Session recessed at 5:23pm to the Closed Session to discuss items that are identified on the agenda that have been prepared for the meeting. The Closed Session adjourned at 7:00pm.

PASSED, Approved and Adopted  
this 23<sup>rd</sup> day of September, 2014



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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.