

**CITY OF BEVERLY HILLS  
MINUTES - STUDY SESSION  
November 4, 2014  
2:30 p.m.  
City Council Chambers**

PRESENT: Mayor Bosse  
Vice Mayor Gold  
Councilmember Brien  
Councilmember Mirisch  
Jeff Kolin, City Manager  
Mahdi Aluzri, Assistant City Manager  
Laurence Wiener, City Attorney  
Raj Patel, Assistant Director of Community Development/Building Official  
Aaron Kunz, Deputy Director of Transportation  
Michael Foxen, Police Lieutenant  
Trish Rhay, Assistant Director of Public Works Services Infrastructure and  
Field Operations  
Noel Marquis, Assistant Director of Administrative Services/Finance  
Michelle Tse, Senior Management Analyst  
Ken Pfalzgraf, Urban Forest Manager  
Lourdes Sy-Rodriguez, Deputy City Clerk  
Megan Roach, Marketing and Economic Sustainability Manager

**A - DIRECTION**

**1. Trousdale Estates Traffic Management  
Item First Agendized October 21, 2014**

Provides City Council with an update on the Trousdale Estates Traffic Management Program implementation and seeks City Council direction on proposed traffic management measures.

Deputy Director of Transportation Aaron Kunz introduced Steve Brown Principal in Charge of Fehr & Peers. Mr. Brown provided a brief update on the item, presented the Liaison Committee action recommendations for Council consideration and asked Council for direction on the next steps on traffic management and on provisions for heavy haul vehicles exceeding 50,400 pounds.

Speaking:

1. Frieda Berlin
2. Judith Linde
3. Julie Steinberg

Mr. Brown answered Council questions about the proposed pilot devices. Assistant Director of Community Development/Building Official Raj Patel and Police Lieutenant Michael Foxen each answered Council questions about the safety and residential impacts of using heavy haul vehicles exceeding 50,400 pounds.

Council agreed that safety is the number one priority. Council consensus supports community meetings continue to be held by the Liaison Committee and supports moving

forward with conducting community meetings to educate the residents and gather their input prior to implementing the proposed pilot devices. Council directed staff to investigate alternate means to the use of excavators, cranes, and boom pumpers. Council approved of steel deliveries but asked staff to provide Trousdale residents 72-hour advanced notice of each occurrence and to provide an update of the number of weekly deliveries at a later date. Mr. Kunz answered Mayor Bosse's inquiry for the timeline of when upcoming community meetings will be conducted.

2. **Water Penalty Surcharge and Implementation  
Item First Agendized October 21, 2014**

This report transmits options for the water penalty surcharge and implementation as it relates to the Stage B water conservation program.

Assistant Director of Public Works Services Infrastructure and Field Operations Trish Rhay provided a follow up report to Council direction from September 23, 2014 with a presentation on staff recommendations on four (4) options for assessing the penalty surcharge, an implementation schedule, and a proposed appeals process. Ms. Rhay asked for Council direction on the penalty surcharge options.

Speaking:

1. Julie Steinberg

Assistant Director of Administrative Services/Finance Noel Marquis and Vice Mayor Gold discussed the billing cycle and how average water use is determined. Ms. Rhay answered Council questions regarding the various options, related timelines, and a possible educational requirement solution to waive first time penalties.

Council consensus was to make water conservation a long term goal and supported Option 4 (Implement New Conservation Rate Structure/Eliminate Penalty Structure).

3. **City Council Priority Setting Session Dates in December 2014 and City Council Meeting Dates Through April 2015**

This item schedules the City Council Priority Setting Meeting in December 2014 and the upcoming City Council Meeting dates from January through April 2015.

Deputy City Clerk Lourdes Sy-Rodriguez presented the item and asked Council to provide their availability for the proposed calendar.

Council agreed to the proposed meeting dates and confirmed alternate meeting dates on January 13<sup>th</sup> instead of January 20, 2015, and to cancel the December 9, 2014 Study Session in favor of replacing it with the Council Priority Setting Session.

4. **Review of Synthetic Turf in Residential Front Yards to Achieve Water Conservation Goals**

This report transmits an overview on synthetic turf and how it may assist with water conservation goals.

Senior Management Analyst Michelle Tse presented a follow up report to Council direction

for information about the use of artificial turf as it relates to water conservation and requested Council direction on use of synthetic turf in residential front yards and parkways.

Speaking:

1. E. Rabinowitz

Urban Forest Manager Ken Pfalzgraf answered Council questions regarding landscape water use and savings attained by replacing grass with drought resistant ground covering. Assistant Director of Public Works Services Infrastructure and Field Operations Trish Rhay spoke about the Metropolitan Water District SoCal WaterSmart Commercial Program that the City currently participates in and offers to residents.

Council did not feel that enough information was provided to make a decision and asked staff to research alternative options to synthetic turf that will meet the City's long term water conservation goals.

**5. 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.

Marketing and Economic Sustainability Manager Megan Roach summarized the history of City Council's policy on the use of the fund and asked Council to review the information and provide staff direction.

Councilmember Mirisch stated that the 2% of annual Transient Occupancy Tax (TOT) revenue should not be earmarked to fund Tourism and Marketing Programs as it was not a policy memorialized during a 1999 approved ballot measure. Councilmember Brien stated that Council has the discretion to spend the TOT funds which are in the general fund and cited past instances of when Council exercised that authority.

Council consensus was to maintain the current policy and that Council can use their discretion on how funds are used.

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

None at this time.

**C - INFORMATION**

**6. Beverly Hills PTA Council 2015 Apple Ball at Greystone Mansion**

Provides information regarding staff's decision to approve the Co-Sponsorship from the Beverly Hills PTA Council for the 2015 Apple Ball at Greystone Mansion in April, 2015.

Item not discussed.

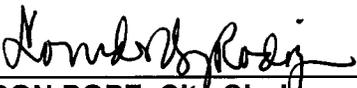
7. **Update - ASICS LA Marathon Event on February 14, 2016**

Provides a letter of support from the Beverly Hills Chamber of Commerce, additional details regarding the events scheduled for 3/15/15 and 2/14/16, and addresses the concerns about the 2016 race on Valentine's Day/Presidents Holiday Weekend.

Item not discussed.

The Study Session recessed at 5:11 pm to the Closed Session to discuss items that are identified on the agenda that has been prepared for the meeting.

PASSED, Approved and Adopted  
this 18<sup>th</sup> day of November, 2014

*for*   
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.