



AGENDA REPORT

Meeting Date: May 18, 2015

Item Number: F-1

To: Honorable Mayor & City Council

From: Cheryl Friedling, Deputy City Manager
Kevin Kearney, Senior Management Analyst

Subject: CONSIDERATION OF THE ESTABLISHMENT OF A
STRATEGIC PARTNERSHIP FOR JOINT INNOVATION,
EXCHANGES AND COOPERATION WITH THE STATE OF
ISRAEL

Attachments:

1. Memorandum of Understanding between Israel and the State of California
2. California – Israel Partnership: Annual Review
3. Sponsorship of Joint Task Force on HIV/AIDS in Conjunction with the Consulate General of Israel in Los Angeles

RECOMMENDATION

It is recommended that the City Council provide direction to staff regarding the establishment of a partnership between the City of Beverly Hills and the State of Israel. It is also recommended that the City Council determine the areas of focus for this proposed partnership, should there be interest in developing this relationship.

INTRODUCTION

The State of Israel, through its Consulate General in Los Angeles, has approached the City of Beverly Hills and requested a partnership between the State and the City. It is recommended that the City Council discuss and provide direction regarding establishing a strategic partnership for joint innovation, exchanges and/or cooperation with the State of Israel. A resolution for this proposed partnership may be brought back to the Council at a subsequent time, depending on the Council's decision.

DISCUSSION

In March 2014, the State of California agreed to enter into a partnership with Israel. A Memorandum of Understanding (attached) formalizes this agreement and seeks to convene working groups with international expertise to coordinate initiatives, facilitate collaboration for entrepreneurs and researchers, support and encourage public-private partnerships, strengthen sister city programs and promote mutual cooperation in key sectors including, but not limited to:

1. Water Conservation & Management

2. Alternative Energy and Related Clean Technologies
3. Health and Biotechnology Solutions
4. Arts & Culture
5. Education
6. Agricultural Technologies

The partnership between California and Israel has produced a number of initiatives according to the California State's Annual Review:

- ✓ The California Institute of Regenerative Medicine and the Israel Ministry of Economy signed an agreement facilitating matching grants for stem cell R&D.
- ✓ The City of San Francisco created the Haifa Cultural Exchange, under the existing sister city relationship.
- ✓ As a result of Israeli water experts visiting Southern and Northern California, a potential water pilot project is in discussion, and partnership development continues between California and the Israeli water innovation industry.
- ✓ In partnership with the Israeli government, the California Science Center is currently hosting the Dead Sea Scrolls exhibit. The exhibit will run from March through September, 2015.
- ✓ Introductions have been established between California's UC and CSU systems and Israel. As a result, UC San Diego has held an Israel Innovation Speaker Series and CSU Northridge has developed the Center for California-Israel Research, Innovation, Sustainability and Entrepreneurship.
- ✓ Upcoming projects include: government-to-government staff exchange programs.

Similarly, The City of West Hollywood entered into a formal partnership with Israel. Their partnership included launching the Israel-West Hollywood HIV/AIDS Task Force. This task force was established to strengthen intergovernmental communication, connect clinicians and researchers to share clinical best practices, bring together HIV/AIDS nonprofit organizations, encourage professional exchanges that focus on HIV/AIDS and support HIV/AIDS cooperation between educational institutions.

With the City of Beverly Hills, potential sectors to be evaluated for partnership with the State of Israel could include one or more of the following:

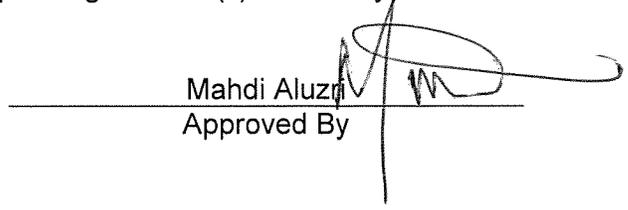
- Environmental technologies - such as clean & renewable water initiatives, clean technology, water resources and solar energy
- Research and development - to foster technology development, business development and educational & research opportunities
- Business innovations
- Arts and Culture

Another potential area of partnership could focus on the City of Beverly Hills' sister city. Currently, the City has a sister city relationship with the Israeli City of Herzliya.

FISCAL IMPACT

Currently, there is no fiscal impact, as specific proposals have not been selected. Any future impact will be brought back with the corresponding initiative(s) to the City Council.

Mahdi Aluzi
Approved By

A handwritten signature in black ink is written over a horizontal line. The signature is stylized and appears to be 'Mahdi Aluzi'. The line extends to the left of the signature.

Attachment 1

Memorandum of Understanding

**On the Establishment of a Strategic Partnership for
Joint Innovation, Exchanges and Cooperation**

Between

The Government of the State of California, United States of America

And

The Government of the State of Israel

THE GOVERNMENT OF THE STATE OF ISRAEL AND THE GOVERNMENT OF
THE STATE OF CALIFORNIA (hereinafter "the Participants") RECOGNIZE THAT:

WHEREAS two-way trade between Israel and California totaled over \$4 billion in 2013 –
one of the largest two-way trade relationships between Israel and a U.S. State; and

WHEREAS the State of California and the State of Israel share close ties and are global
leaders in the alternative energy, environmental technology and other technology-based
industry sectors; and

WHEREAS the State of California is home to the largest in-state innovation network in
the United States, which offers technology-commercialization opportunities for the State of
Israel; and

WHEREAS the Participants seek to expand the current level of cooperation between Israel
and California in, but not limited to, alternative energy, environmental technology, health,
food and agriculture and other technology based industry sectors, business innovation,
research and development.



THEREFORE, IT IS DECLARED AS FOLLOWS:

The Participants hereby sign this Memorandum of Understanding for the purposes of establishing a formal relationship between them to foster economic cooperation and economic development, facilitate joint industrial research and development and enhance business relationships and educational opportunities to foster job creation and incubate global solutions from joint California-Israel innovation initiatives.

To achieve these aims:

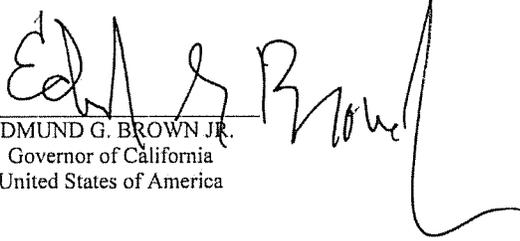
1. The Participants intend to seek to convene bilateral, interagency and inter-ministerial working groups with international expertise to coordinate initiatives.
2. The Participants plan to facilitate collaborations between Israeli and Californian entrepreneurs and researchers through (though not exclusively limited to) the California innovation hub (iHub) network – a network consisting of self-funded, collaborative regional innovation clusters, uniting government, universities, foundations, national labs and the private sector.
3. The Participants intend to support and encourage their people and competent authorities to further develop interpersonal contacts and exchanges and to promote mutual cooperation, understanding and friendship by encouraging ad hoc task forces, trade delegations and professional exchanges between Israel and California in key sectors including, but not limited to:
 - a. Water Conservation and Management
 - b. Alternative Energy and related Clean Technologies
 - c. Health and Biotechnology Solutions
 - d. CyberSecurity
 - e. Arts & Culture
 - f. Education
 - g. Agricultural Technologies

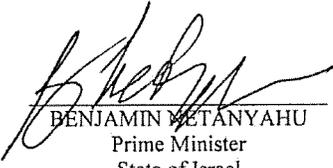


4. The Participants intend to support and encourage the creation of public-private partnerships between Californian and Israeli entities in the areas of economic development, social entrepreneurship, or academic research related to the above activities.
5. The Participants intend to support and encourage the strengthening of sister city programs between Israeli and California cities, which are designed to enhance opportunities for cultural and educational exchanges, economic partnerships and social entrepreneurship on the local level.
6. The Participants intend to encourage collaboration between Californian and Israeli universities, public and private research institutions.

This Memorandum of Understanding is intended to become effective on the date it is signed and does not create any legally binding rights or obligations for either Participant.

This Memorandum of Understanding was signed in Mountain View, California, United States, on the 5th day of March 2014, corresponding to the 3rd day of Adar II of 5774 in the Hebrew calendar.


EDMUND G. BROWN JR.
Governor of California
United States of America


BENJAMIN NETANYAHU
Prime Minister
State of Israel

Attachment 2



GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT
STATE OF CALIFORNIA ♦ OFFICE OF GOVERNOR EDMUND G. BROWN JR.

March 5, 2015

To: Consul General David Siegel, State of Israel
Consul General Dr. Andy David, State of Israel

From: Kish Rajan, Director
Abby Browning, International Affairs

Subject: California - Israel Partnership: Annual Review

On March 5, 2014, Governor Brown and Israeli Prime Minister Benjamin Netanyahu signed the Israel - California Strategic Partnership (MOU) that promotes innovation, exchanges and cooperation in a number of areas that are important to each party.

As the signatories of the MOU, the State of California and the State of Israel has cooperated in multiple efforts that benefit both Israelis and Californians.

Below is a review of the first year of implementation.

California Officials Assigned for Implementation:

Governor's Office

Josh Groban, Senior Advisor

Governor's Office of Business and Economic Development

Kish Rajan, Director

Brian Peck, Deputy Director - International Affairs

Louis Stewart, Deputy Director - Innovation

Abby Browning, International Affairs

Governors' Office of Emergency Services

Mark Ghilarducci, Director

Reggie Salvador, Chief of Legislative and External Affairs

California Department of Food and Agriculture

Josh Eddy, Executive Director

California Natural Resources Agency

Karla Nemeth, Deputy Secretary for Water Policy

Kris Tjernell, Special Assistant for Water Policy

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California Environmental Protection Agency

Aimee Barnes, Deputy Secretary for Border and Intergovernmental Relations

California Energy Commission

Grant Mack, Advisor to the Chair

Kristen Driskell, Advisor to the Chair

California Arts Council

Craig Watson, Director

Mary Beth Barber, Special Projects

Israeli Officials in California:

Consulate General of Israel to the Pacific Southwest (Los Angeles)

Consul General David Siegel

Consulate General of Israel to the Pacific Northwest (San Francisco)

Consul General Dr. Andy David

Israel Economic Mission to the West Coast

Consul Gili Ovadia

Implementation Projects and Status for 2014 - 2015

Additional Agreements

June 24, 2014 - An addendum agreement was signed between GOBiz and Israel to add an economic component to the bilateral partnership.

December 5, 2014 - The California Institute of Regenerative Medicine and the Israel Ministry of Economy signed an agreement facilitating matching grants for stem cell R&D. GOBiz staff facilitated the discussions and drafted the language.

California Interagency Team

GOBiz organized an interagency team to discuss initiative areas, from the lens of trade and investment. The interagency team meets quarterly to discuss all California major trading partners, including Israel. The first meeting was in November 2014; a second meeting was in February 2015.

Partnership in the California iHub program

A new California iHub program was developed, iHub Worldwide Innovation Network (iWIN), to facilitate the introduction of foreign companies, foreign investment, and foreign partners to the iHubs. The program is in the final stages of completion - *targeted start date is summer 2015*. Currently, Israeli companies are being assessed by GOBiz staff and introduced to the network on an individual basis.

Through the secondary agreement, a counterpart for the iHub network in Israel will be identified.

Specific Industries listed in MOU

Cyber Security – CA Governor’s Office of Emergency Services

The California Governor’s Office of Emergency Services has met with Israeli officials and discussed options for 2015. The Governor’s Office of Business and Economic Development has been consulted for the economic development portion. California officials also attended and supported the Cyber Security / Israel Innovation speaker series- Wharton School in San Francisco - September 2014.

A strategic plan was developed to explore both government-to-government discussions as well as potential business opportunities. Topics ranged from high level security, responding to targeted attacks, gaining access to California or Israel markets and workforce development projects.

Upcoming projects include: (1) individual company introductions; (2) government- to-government staff exchanges program; (3) a cyber-security workshop focusing on policy issues; and (4) a cyber-security seminar focusing on business expansion and partnerships.

Water Management – CA Natural Resources Agency

The California Natural Resources Agency has been in contact with both Israeli consulates assigned to California. In October, 2014, leading Israeli water experts visited Southern and Northern California. California officials arranged meetings with regional and local water managers, as well as California experts in water management from the Central Valley.

Israeli officials continued the visit by arranging meetings with City level officials and academic peers.

Upcoming projects include initial discussions of a water pilot project, similar to the successful one including Israel and Nevada, and continuing partnership development between California iHubs and the Israeli water innovation industry.

Agricultural Technologies - CA Department of Food and Agriculture

Initial contact between Israel and California Department of Food and Agriculture has been made. GOBiz has continued to work on an individual basis for Israeli and California Agri-tech companies.

Alternative Energy & Clean Tech - CA Energy Commission

California Energy Commission has met with Israeli officials to discuss possible Israeli inclusion to existing energy industrial R&D grant programs.

Israeli officials led a delegation of Israeli companies to the Los Angeles Clean Tech Global Showcase in October 2014.

Israeli officials created the Los Angeles - Eilat Clean Tech Task Force, as part of the existing sister city relationship.

Health & Biotech –CA Governor’s Office of Business and Economic Development

Israeli officials led a bio-tech delegation to the Biocom annual conference in San Diego. The delegation, along with several invited California companies, were addressed by Israeli and California officials. They were also witness to the June 2014 addendum Economic Agreement between GOBIZ and Israel.

In December 2014, Israel and the California Institute of Regenerative Medicine (CIRM) signed an agreement aimed at cooperation and funding for stem cell R&D. The Governor’s Office of Business and Economic Development staff facilitated negotiations between the Institute of Regenerative Medicine and Israel’s Economic Mission.

Israeli officials have developed the Israel - West Hollywood HIV/AIDS Task Force with the City of West Hollywood to encourage best practices exchanges, mutual R&D support, and continued public education.

Arts & Culture –CA Arts Council

California Arts Council has had initial discussions regarding partnership with Israel.

Israeli officials, in partnership with the San Francisco Mayor’s office, created the San Francisco - Haifa Cultural Exchange, under the existing sister city relationship.

The California Science Center, in partnership with the Israeli government, is hosting the Dead Sea Scrolls exhibit. California officials made initial introductions for this significant undertaking. The exhibit will run from March through September, 2015.

Education

California officials have made appropriate introductions between Israel and the universities in California including the UC Office of the President and the CSU Chancellors Office.

These are independent efforts from individual universities in California.

UC San Diego - Development of the California - Israel Innovations Speaker Series organized through the Rady School of Management’s US-Israel Center.

CSU Northridge- Development of the Center for California-Israel Research, Innovation, Sustainability and Entrepreneurship through the David Nazarian College of Business and Economics.

Attachment 3

JULY 21, 2014

SUBJECT: SPONSORSHIP OF JOINT TASK FORCE ON HIV/AIDS IN
CONJUNCTION WITH THE CONSULATE GENERAL OF
ISRAEL IN LOS ANGELES

INITIATED BY: COUNCILMEMBER JOHN DURAN
(Ian Owens, Council Deputy) 

MAYOR JOHN D'AMICO 
(Michelle Rex, Council Deputy)

STATEMENT ON THE SUBJECT:

The City Council will consider sponsorship of a joint Task Force on HIV/AIDS in conjunction with the Consulate General of Israel in Los Angeles to work on social, clinical, and scientific research issues relating to HIV/AIDS.

RECOMMENDATIONS:

- 1) Approve the City of West Hollywood's sponsorship of a joint Task Force on HIV/AIDS in conjunction with the Consulate General of Israel in Los Angeles to work on social, clinical, and scientific research issues relating to HIV/AIDS and authorize the use of the City's name and logo on printed materials related to the work of the Task Force.
- 2) Approve the use of City venues for Task Force related events and a waiver of event permits, parking validations and associated fees.
- 3) Direct the Public Information Office to utilize all appropriate communication tools to produce and promote the work of the Task Force including, but not limited to, the City's website and social media tools.
- 4) Authorize the City Manager to sign all required documents relating to this item.

BACKGROUND ANALYSIS:

The City of West Hollywood is known for its unwavering commitment to social justice, diversity and inclusiveness. The City also has a long history of promoting and supporting activities and events that serve to enhance the health and well-being of both the community and its visitors. This commitment to enhancing the

health, cultural and creative life of the community is one of the City's core values that have made West Hollywood a unique and distinctive place.

According to the Israeli AIDS Task Force, and contrary to world trends, there is continual increase in HIV positive individuals in Israel. The worrisome statistics showed that in the last nine years, the number of new cases has risen – even though before that, there was a decline. In 2010, there were 430 new HIV positive individuals reported. Data from the Central Bureau of Statistics that were made public showed there were 456 new cases – 303 men and 153 women – last year. Between 1981 – when the AIDS virus was first officially identified – until the end of 2011, a total of 7,000 Israelis were diagnosed as HIV positive. Seven out of 10 Israelis have never been tested for HIV, which raises the fear that the official numbers do not reflect the true situation. While education about HIV remains a challenge in Israel, researchers in the country are currently engaged in some of the most cutting edge work in the search for a cure for HIV/AIDS.

HIV and AIDS have disproportionately impacted the community of West Hollywood. The City continues to have some of the highest numbers, proportions, and rates of persons living with HIV in the County. In West Hollywood, the cumulative number of people living with HIV and the cumulative number of people living with AIDS continues to increase.

According to the recently published West Hollywood Community Study, in 2012, the number of people living with HIV/AIDS in West Hollywood was reported to be 2,328. The number of people living with AIDS was 1,250. Just under 7% of residents in West Hollywood are living with HIV/AIDS.

On March 5, 2014, the State of California and the State of Israel entered into a Memorandum of Understanding (MOU) to establish a Strategic Partnership of Joint Innovation, Exchanges and Cooperation. The MOU seeks to strengthen and facilitate cooperative initiatives regarding alternative energy, environmental technology, health, food and agriculture and other technology based industry sectors.

As a community profoundly impacted by HIV/AIDS and with a long history of being on the forefront of education about the disease and living with it, the City of West Hollywood has both much to learn from Israeli researchers and much to teach Israeli outreach workers. As such, the City should sponsor a joint Task Force on HIV/AIDS in conjunction with the Consulate General of Israel in Los Angeles to foster an exchange of ideas in regard to social, clinical, and scientific research issues relating to HIV/AIDS.

The Joint Israel / West Hollywood HIV/AIDS Task Force will work to connect clinicians and researchers in West Hollywood and Israel; bring together HIV/AIDS non-profit organizations operating in West Hollywood and Israel; establish intergovernmental communication and cooperation between the City of

West Hollywood and relevant Israeli Ministries on HIV/AIDS education, prevention, and other best practices; encourage professional exchanges from the governmental, non-profit, and medical communities focusing on HIV/AIDS; and support cooperation between West Hollywood and Israeli educational institutions.

West Hollywood Social Services staff should work with representatives of the Consulate General of Israel in Los Angeles to identify Task Force members from the West Hollywood community. The Task Force should be convened for a period of one year at which time staff should report back to Council on the findings and recommendations concerning items under its purview.

EVALUATION:

Staff will report back to Council on the benefits, findings and recommendations of the Task Force.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

N/A

CONFORMANCE WITH VISION 2020 AND GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with the City's ongoing strategic goals of enhancing the cultural and creative life of the community and valuing and encouraging our broad diversity of cultures.

Additionally, this item is consistent with our General Plan goals of: support and encourage arts and culture in West Hollywood (HS-2) and promote a community with strong social networks and cross-cultural interaction (HS-3).

OFFICE OF PRIMARY RESPONSIBILITY:

Office of Councilmember John Duran, Office of Mayor John D'Amico, the Social Services Division.

FISCAL IMPACT:

None.