

STUDY SESSION MINUTES
June 8, 2015
2:30 p.m.
City Council Chambers

PRESENT: Mayor Gold
Vice Mayor Mirisch
Councilmember Brien
Councilmember Bosse
Councilmember Krasne
Mahdi Aluzri, Interim City Manager
Cheryl Friedling, Deputy City Manager
Laurence Wiener, City Attorney
Chad Lynn, Asst. Director of Public Works Svcs./Parking & Facilities Operations
Jim Latta, Human Services Administrator
Brenda Lavender, Real Estate/Property Manager
George Demarois, Police Sergeant
Trish Rhay, Asst. Director of Public Works Svcs./Infrastructure & Field Operations
Raj Patel, Assistant Director of Community Development/Building Official
Ryan Gohlich, Assistant Director of Community Development/City Planner

A - DIRECTION

1. **Request by Beverly Hills Unified School District for Permits Assigned to Specific District Personnel for Parking Adjacent to School Properties While Engaged in District Business**

Item First Agendized April 21, 2015

The Beverly Hills Unified School District has requested the City Council consider a request for parking permits adjacent to District Properties for use by District Officials while on official business.

Assistant Director of Public Works Services/Parking & Facilities Operations Chad Lynn sought direction from the Council about the request from the Beverly Hills Unified School District (BHUSD) for special parking permits.

Councilmember Krasne expressed concerns over the possibility of the permits being abused and suggested limiting their access to areas essential to BHUSD business.

Council was opposed to using placards, as with Class 1 parking permits, in order to eliminate users sharing the parking privileges and recommended using a form of designation that is affixed to the vehicle it is assigned to.

Council supported the idea of the parking permits but asked staff to provide further details regarding where the permits would be valid.

2. **Ambassador Program Recommendation**

Human Relations Commission staff liaison will present the commission's recommendation regarding the selection of an ambassador services firm for the City of Beverly Hills.

Speaking:

1. Frank and Rio Morse
2. Melissa Lewkowicz
3. Joan Lopatin
4. Eva Feldberg
5. Brenda Lavender

Human Relations Commissioner Ori Blumenfeld spoke to the Council during the public comments section and gave his recommendation for the Block-by-Block program, which is a national ambassador program designed to reduce aggressive panhandling in the City.

Human Services Administrator Jim Latta introduced Mark Lammon, the Vice President of Business Operations of Block-By-Block, who explained the details of how the program operates.

Councilmember Bosse expressed interest in having the program provide 24 hours of active coverage per day instead of the 21 hours that was initially requested by the City as long as the cost is reasonable.

Council directed staff to bring the item back to the Council after revising some aspects of the partnership.

3. **Swimming Pools and Water Conservation Efforts**

This report provides a proposed framework to address the construction and filling of swimming pools in the midst of a City declared Stage D conservation program that is currently in effect.

Assistant Director of Public Works Services/Infrastructure and Field Operations Trish Rhay outlined several options for Council consideration regarding requests to fill swimming pools during the drought, including the denial of all requests to fill pools during the drought, and the option of a home owner off-setting the water usage of filling a pool.

Council directed staff to return to a future meeting with more information for consideration.

4. **Request by Councilmember Krasne to Consider Landmark Initiation of the Property at 515 Sierra Drive**

This is a request to consider landmark initiation of the Master Architect property at 515 Sierra Drive. The subject property was posted for pending demolition on May 14, 2015, and demolition permits will be issued on or after June 13, 2015 unless acted on by the City Council.

Speaking:

1. Tarek Abdel-Ghaffar
2. Geoffry Oblath
3. Benedicta Oblath
4. Marcy Kelly Brubaker
5. Linda Frank
6. Wendy Kaufman

Councilmember Brien recused himself from this item as he lives within 500 feet of the subject property.

Assistant Director of Community Development-Planner Ryan Gohlich sought direction on whether to designate 515 Sierra Drive as a landmark, or to issue permits for its demolition.

The Council approved 4-0 for the Cultural Heritage Commission to review the item and to recommend whether or not the property should receive the historical landmark designation.

5. **Request by Mayor Gold to Review Taxi Franchise Operations**

This transmits information about the first month of operations related to the City's new Taxicab Franchise system.

Item not discussed.

6. **Restricting Mobile Billboards within the City of Beverly Hills**

Staff seeks City Council direction on the restriction of mobile billboards within the City.

Item not discussed.

7. **Community Development Block Grant (CDBG) Option to Include Zero/Low Interest Loans for FY 2015-16**

As CDBG funding continues to decline, converting the grant into a loan program is one option of maintaining this program for future residents.

Item not discussed.

B - ADDITIONAL ITEMS TO CONSIDER (TIME PERMITTING)

None

C - INFORMATION

8. **Rodeo Drive Concours d'Elegance Car Show**

Transmits information regarding the Concours d'Elegance Car Show on the 200-400 blocks of North Rodeo Drive on Sunday, June 21, 2015.

Item not discussed.

9. **Change to the Orientation and Surroundings for the Loan of the Richard Serra Art Piece Twins To Be Installed on the Northern Portion of the City Hall Lawn**

The Gagosian Gallery and Richard Serra have expressed a desire to change the proposed installation of the loan of the art piece entitled Twins. They are requesting that the angle of the piece be changed and that the piece be surrounded by concrete pavers instead of grass. All costs related to the loan of the piece, including the restoration of the grass, will be covered by the Gallery.

Item not discussed.

10. **Bicycle Sharing Equipment**

Provides the City Council/Traffic & Parking Commission recommendation to purchase green bicycles to match the City of Santa Monica's Program

Item not discussed.

The Study Session recessed at 5:02 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 30th day of June, 2015


BYRON POPE, City Clerk

JULIAN A. GOLD, M.D., Mayor

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