

STUDY SESSION MINUTES
June 16, 2015
2:30 p.m.
City Council Chambers

PRESENT: Mayor Gold
 Vice Mayor Mirisch
 Councilmember Brien
 Councilmember Bosse
 Councilmember Krasne
 Byron Pope, City Clerk
 Megan Roach, Marketing and Economic Sustainability Manager
 Eliot Finkel, City Treasurer
 Mahdi Aluzri, Interim City Manager
 Cheryl Friedling, Deputy City Manager/Public Affairs
 Nancy Hunt-Coffey, Assistant Director of Community Services/City Librarian

A - DIRECTION

1. **Traffic and Parking Commission Interview Panel Report**
 Transmits the interview panel's appointment recommendations for the Traffic and Parking Commission.

City Clerk Byron Pope gave a report on the commission interview panel's recommendation Nooshin Meshkaty and Jay Solnit to the Traffic and Parking Commission. Mrs. Meshkaty's term will begin on January 1, 2016 and Mr. Solnit's term will begin on July 1, 2016. Council approved the interview panel's recommendation. The item will be presented at the June 30, 2015 Formal Meeting for adoption.

2. **Recommendation from the CVB/Marketing Committee Regarding the Fiscal Year 2015-2016 Scope of Work and Funding Request from the Beverly Hills Conference and Visitors Bureau**

Provides a recommendation for the FY 2015-2016 scope of work from the BHCVB for visitor marketing services.

Marketing and Economic Sustainability Manager Megan Roach introduced the Conference and Visitor's Bureau Chief Executive Officer Julie Wagner, who reviewed last year's CVB accomplishments before presenting this year's request.

City and CVB Treasurer Eliot Finkel recommended that the Council change the process of determining the City's marketing budget to allow for coordination with the CVB board members, whose expertise lies in marketing. Mayor Gold commented that he would like to see Mr. Finkel bring this concept back to a future meeting along with a formal plan.

Council agreed to move forward with the request but will review the final version when the details are finalized.

3. **Recommendation from Chamber of Commerce Liaison Committee Regarding the Fiscal Year 2015-2016 Scope of Work and Funding Request from the Beverly Hills Chamber of Commerce and Civic Association**

Provides a recommendation for the Chamber's FY 2015-2016 scope of work for business development services.

Marketing and Economic Sustainability Manager Megan Roach introduced Mark Wolf, Alex Stettinski and Andy Sywak of the Beverly Hills Chamber of Commerce who presented last year's highlights and presented the upcoming year's funding request.

Councilmember Bosse commented that the "Meetings with the Mayor" program was necessary because it is something that is being done currently as well as in the past with prior mayors. The Chamber representatives responded that the intent of the program was to make that process more proactive and to better prepare the Mayor for their meetings with the members of the community.

Councilmember Krasne suggested that the Chamber consider partnering with a credit card company to produce Chamber-themed credit cards. Mr. Stettinski responded that he has already begun working on this but that it can be a difficult process.

Council agreed to the funding request and will officially vote on the contract at the June 30, 2015 Formal Meeting.

4. **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**

Item First Agendized June 8, 2015

Change requested by the artist and gallery 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. All costs related to the loan of the piece, including the restoration of the grass, will be covered by the Gallery.

Assistant Director of Community Services/City Librarian Nancy Hunt-Coffey responded to a request from Councilmember Krasne to change the orientation of the Richard Serra art piece titled *Twins*. Councilmember Krasne expressed preference for the sculpture to be rotated so it would appear more welcoming to City Hall visitors.

Councilmember Bosse commented for the piece to be placed directly on the lawn instead of on pavers.

Fine Art Commission Chair Sandra Pressman recommended that the piece be placed where and how the artist intended.

The Council directed staff to bring the item back to the Fine Art Commission and to inquire with Mr. Serra about the placement of the sculpture.

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

Item First Agendized June 8, 2015

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**

Item First Agendized June 8, 2015

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**

Item First Agendized June 8, 2015

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

8. **Recommendation by City Council Fine Art Liaisons and Fine Art Commission to Purchase World On Its Hind Legs by William Kentridge**

The City Council Fine Art liaisons and the Fine Art Commission recommend the purchase of World On Its Hind Legs by South African artist William Kentridge to be placed on the Burton Way median, between Rexford and Foothill for an "all in" cost not to exceed \$556,000.

Item not discussed

B - ADDITIONAL ITEMS TO CONSIDER (TIME PERMITTING)

None

C - INFORMATION

9. **Peck Drive Ficus Street Tree Master Plan**

Removal and Replacement of Poorly Performing Trees on Peck Drive.

Item not discussed.

10. **Emergency Repair Work at the City's Library Facility**

This emergency contract provides for replacement of cooling coils, part of the Library's air conditioning system. This repair was needed to provide and maintain adequate building temperatures in time for the summer season.

Item not discussed.

11. **Smokeless Tobacco Restrictions in Public Parks**

This report outlines the steps to be taken to restrict smokeless tobacco in the City's parks.

Item not discussed.

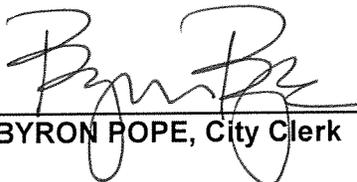
12. **Management Partners Review of Beverly Hills Police Department Hiring and Disciplinary Practices.**

The report transmits findings, analysis and recommendations intended to enhance the Police Department's hiring and management procedures.

Item not discussed.

The Study Session recessed at 5:01 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 ROPE, 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.