

**CITY OF BEVERLY HILLS  
MINUTES – STUDY SESSION  
July 21, 2015  
2:30 p.m.  
City Council Chambers**

PRESENT: Mayor Gold  
 Councilmember Brien  
 Councilmember Krasne  
 Councilmember Bosse  
 Mahdi Aluzri, Interim City Manager  
 Cheryl Friedling, Deputy City Manager  
 Laurence Wiener, City Attorney  
 Lolly A. Enriquez, Chief Assistant City Attorney  
 Megan Roach, Marketing and Economic Sustainability Manager  
 Aaron Kunz, Deputy Director of Transportation  
 Mark Cuneo, City Engineer  
 Fire Chief Ralph Mundell  
 Ken Pfalzgraf, Park and Urban Forest Manager  
 Nancy Hunt-Coffey, Assistant Director of Community Services/City Librarian

ABSENT: Vice Mayor Mirisch

Speaking:

1. Amanda Thompson

**A – DIRECTION**

**1. Presentation by the Beverly Hills Conference and Visitors Bureau for Fiscal Year 2015-2016 Scope of Work and Funding Request**

At the June 16, 2015 study session meeting, the City Council requested more information on BHCVB's FY 2015-16 proposed scope of work and funding request. This item provides additional information on work plan items and costs associated with these items.

Marketing and Economic Sustainability Manager Megan Roach introduced the item as requested by Council at the June 16, 2015 Study Session meeting. Ms. Roach reminded Council that although the City's prior funding agreement with the Beverly Hills Conference & Visitors Bureau (BHCVB) ended on June 30, 2015, Council agreed to an interim funding agreement to cover visitor marketing and operational expenses for July through September 2015. Ms. Roach invited Executive Director of the BHCVB Julie Wagner to continue presenting the item.

Ms. Wagner discussed the Fiscal Year 14/15 discontinued programs, presented the proposed new programs for FY 15/16, reviewed the BHCVB's salary history and compared the agency's travel expenditure history for Fiscal Years 13/14, 14/15 and 15/16. Ms. Wagner ended her presentation with a 2015/2016 budget summary of the \$3,829,202 fund request.

Council thanked Ms. Wagner and the BHCVB for their work and commended them on achieving accreditation from Destination Marketing Association International. Councilmember Brien asked to have further discussion on the return on investments' measurement criteria.

Council approved the request.

**2. North Santa Monica Boulevard Reconstruction Project**

Provides status of project design and seeks City Council direction regarding enhancements to the project, including widening to the south of the roadway between Canon Drive and Wilshire Boulevard.

Deputy Director of Transportation Aaron Kunz gave a brief history on the item which Council requested at the January 6, 2015 Study Session meeting for presentation at the 50% mark of the project design. Mr. Kunz spoke on the widening of the south side of the roadway then called on City Engineer Mark Cuneo who presented on drainage concepts, the installation of medians and street light options. Mr. Kunz returned to the dais and concluded with a presentation on traffic mitigation during construction and a brief review of the staff recommendations and budgeting costs. He pointed out that Traffic & Parking Commissioners (TPC) Chair Lester Friedman and Vice Chair Jacob (Jake) Manaster were in attendance to answer Council questions.

Mayor Gold called on Mr. Friedman and Mr. Manaster to speak on behalf of the Commission. Each contributed their comments and opinions on traffic mitigation measures.

In Vice Mayor Mirisch's absence, Mayor Gold spoke on record that Vice Mayor Mirisch is in support of bike lanes on Santa Monica Boulevard.

Speaking:

1. Tish Laemmle
2. Dr. Sharon Ignarro
3. Carlton Y.S. Lee, M.D.
4. Rich Hirschinger
5. Barbara Linder
6. Susan Gans
7. Mark Elliot
8. Kory Klem, LACBC, LaGrange, Beverly Hills
9. Julia Coffey & Sienna Wolfe

Council Ad-Hoc Committee member Councilmember Brien reported that all 11 emails received by Council were in support of widening and striping. He noted that eight of the emails were from non-residents, one from a resident and two without address information.

Mr. Kunz confirmed for Council Ad-Hoc Committee member Councilmember Krasne that only street lights would be moved and traffic signal lights will only be moved in areas where the streets are widened on the south side of Santa Monica. In response to Councilmember Bosse's question about salvaging the trees that will be removed, Park and Urban Forest Manager Ken Pfalzgraf did not recommend it as there are existing issues with the trees.

Council Ad-Hoc Committee members Councilmember Krasne and Councilmember Brien confirmed that although discussions to widen the streets took place, there were no discussions with the committee regarding striping. They also confirmed support of medians as long as landscape plantings are low and that the medians are designed to allow for easier public safety vehicle access. Fire Chief Ralph Mundell stated that the proposed landscaped medians

would have a small impact on public safety but that he would prefer to not have routes obstructed by them. Interim City Manager Mahdi Aluzri clarified that Public Safety Vehicles will only be able to drive over medians narrower than the expected 6'-8' design.

Council approved the widening but not striping of the roadway, the installation of swales and street lighting Option B with additional pedestrian lighting where appropriate. Council also supported the continuation of the TPC pursuit of traffic mitigation options. Council did not approve the installation of medians.

**3. Proposed 2015 Holiday Décor and Lighting Program**

This item provides an overview of the proposed design theme and specific décor components for the City's 2015 holiday décor and lighting program.

Marketing and Economic Sustainability Manager Megan Roach provided a brief overview of the item. Ms. Roach noted that due to scheduling and time constraints, staff was unable to schedule a meeting with Council Holiday Liaison Committee members Councilmember Bosse and Councilmember Krasne. Ms. Roach continued with a review of the proposed 2015 program and decor budget which included a suggestion that a new audio system be funded from the Small Business Streetscape Capital Improvement Project budget. She concluded the presentation by asking for Council direction on the holiday program décor components and budget, the possible program add-ons and the banner designs.

Councilmember Brien pointed out that the audio system should not be intrusive to residents on South Beverly Drive. Mayor Gold agreed with Councilmember Brien and asked that the staff have the ability to control the system.

Council approved the proposal. Council also asked staff to include the red bow and ribbon wrap on the South Beverly parking structure, to not include the custom Beverly Hills shield signs on the east side and to look into the cost of expanding the audio system to South Beverly Drive.

**4. Recommendation by City Council Fine Art Liaisons and Fine Art Commission to Purchase *World On Its Hind Legs* by William Kentridge**  
***Item First Agendized June 16, 2015***

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.

Assistant Director of Community Services/City Librarian Nancy Hunt-Coffey gave a brief background on the artist, spoke about the art work and discussed the suggested placement of the piece on Burton Way. Ms. Hunt-Coffey stated that the Fine Art Commission (FAC) voted unanimously to acquire the piece and received the support of Fine Art Liaisons Councilmember Bosse and Councilmember Krasne as well as from national and international museums. She noted that funds are currently available in the Fine Art Fund for the purchase. Ms. Hunt-Coffey pointed out that FAC Chair Brenda Potter and Vice Chair Alan Kaye were available for comment.

Councilmember Krasne expressed concern about rust and suggested placing the piece as close to the grass as possible. Ms. Potter noted that per discussions with the gallery, it is not supposed to rust as the piece is made of galvanized steel.

Council approved the purchase.

**5. Restricting Vehicle Test Driving within the City of Beverly Hills**

In response to resident concerns of vehicle test-driving in residential areas, Staff has drafted a proposed ordinance requiring auto-related businesses within the City of Beverly Hills to establish test drive routes that limit use of residential streets.

Item not discussed.

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

None

**C – INFORMATION**

**6. Regional Development Projects Report – City Council Quarterly Update**

City Council Quarterly Update Report on development projects in adjacent cities

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 4th day of August, 2015



BYRON POPE, City Clerk

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**JULIAN A. GOLD, M.D., MAYOR**

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