



STAFF REPORT

Meeting Date: October 18, 2016
To: Honorable Mayor & City Council
From: Huma Ahmed, Community Outreach Manager
Subject: Update on City-Sponsored Public Forum on Measure HH
Attachments: None

INTRODUCTION

This report provides the City Council with an update on a City-Sponsored Public Forum regarding the *Hilton Condominium Tower Initiative* (Measure HH). On October 4, the City Council directed the Ad Hoc Committee consisting of Vice Mayor Nancy Krasne and Councilmember Julian Gold to develop a public forum on the measure.

The committee met on Friday, October 7 to discuss the format and schedule for the proposed event. After careful review, the Ad Hoc recommended that the City provide a pre-recorded video presentation on the measure, instead of a live public forum.

It was felt that there was not enough time to plan the logistics of the forum, particularly as absentee ballots would have already been mailed to voters.

DISCUSSION

The Ad Hoc further indicated that the presentation would include the following:

- A staff presentation of the factual information on file (approximately 10-15 minutes), questions from the community with responses submitted by both sides
- Simultaneous to the reading, questions and responses would also be displayed on-screen for viewers
- The presentation would be aired regularly, multiple times on the City's local channel until November 8
- It would also be posted on the City's website and social media pages

Public Questions

For the Q/A segment of the presentation, the City solicited questions from the community regarding the measure. Questions were requested through the City's website, social media, e-notice, BHTV, and local media. The deadline for the public to submit questions was **Monday, October 17 at 12:00PM**.

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The process also included the following:

- Residents were solicited to submit questions online through the City's webpage at www.beverlyhills.org/MeasureHH
- Submissions would be limited to 150 words
- Both proponents and opponents (signatories) would be forwarded the questions inviting them to respond to community member submissions
- An independent moderator will collate and vet the questions
- The moderator will also read the questions and answers on the video

Signatory Response

Questions will be submitted to both sides of the measure (signatories only) with a response due date of **Thursday, October 20, at 12:00PM**. Signatories are the official initiative sponsors on record. Should a side choose not to respond, the moderator would indicate that 'no response was received' (in the video presentation).

FISCAL IMPACT

Currently fiscal impacts have not been completely assessed, but include:

- Moderator: \$1,500 (estimated)
- Cable-related support: \$2,500
- Local media advertisements: \$4,000 (estimated)

RECOMMENDATION

Unless directed otherwise, staff is providing this update as information.

Huma Ahmed
Approved By

