

**CITY OF BEVERLY HILLS  
MINUTES – STUDY SESSION  
October 4, 2016  
2:30 p.m.  
City Council Chamber**

PRESENT: Mayor Mirisch  
Vice Mayor Krasne  
Councilmember Bosse  
Councilmember Gold  
Councilmember Reims  
Mahdi Aluzri, City Manager  
Laurence Wiener, City Attorney  
Nancy Hunt-Coffey, Director of Community Services  
Deputy City Manager/Public Affairs, Communications and Marketing Cheryl Friedling  
Teri Angel, Recreation Services Manager  
Huma Ahmed, Community Outreach Manager  
Brad Meyerowitz, Recreation Services Manager

ABSENT: None

The meeting was called to order at 2:30 p.m.

**ORAL COMMUNICATION**

Speaking:

1. Tom Roberts
2. Rose Norton

**A – DIRECTION**

**1. Request by Theatre 40 for Co-Sponsorship to Include Promotional Activities and Funding for Street Banners**

*First Agendized September 20, 2016*

Theatre 40 has requested that the City co-sponsor their theatrical programs. Co-sponsorship would allow for the City to promote Theatre 40 performances through the City's existing print and online media. As part of the co-sponsorship request, Theatre 40 has requested that the City pay for producing and hanging promotional Theatre 40 banners in limited locations for a cost of \$1,792.60.

Director of Community Services Nancy Hunt-Coffey presented the request from Theater 40 and noted that Mr. David Hunt Stafford was available to answer questions. Mr. Stafford indicated that Theater 40 has not approached the Beverly Hills Unified School District to fund the banners and indicated that Beverly Hills High School construction will not affect productions.

Council approved the request but asked that the timeline for hanging the banners not conflict with planned events for the Holiday program and that in the future, Theater 40 consider applying for funding via the Community Assistance Grant Funding program.

**2. Proposed 2016 Rodeo Drive Holiday Décor and Lighting Ceremony**

This item provides an overview of the proposed 2016 Rodeo Drive holiday décor and lighting program. It also includes an overview of the holiday lighting ceremony on Rodeo Drive on Sunday, November 20, 2016.

Deputy City Manager/Public Affairs, Communications and Marketing Cheryl Friedling provided a brief history on the item then introduced Beverly Hills Chamber of Commerce Board Member Mark Tronstein who pointed out that members of the Rodeo Drive Committee (RDC) were in attendance. He introduced AgenC founder and CEO Cara Kleinhaut who provided details on the RDC Holiday Decor & Lighting plans.

Ad Hoc members Vice Mayor Krasne and Councilmember Bosse each expressed enthusiasm and support for the ideas presented by Ms. Kleinhaut.

Ms. Friedling clarified that the presentation was for plans focused on Rodeo Drive and noted that other holiday events will also take place throughout the City. Ms. Kleinhaut and Councilmember Bosse explained the reasoning behind choosing the selected charities. Councilmember Gold suggested that the charities be presented to the Charitable Solicitations Committee.

Council approved the request.

**3. Request by Beverly Hills Active Adult Club to Place a Plaque in the Roxbury Community Center in Honor of Donna Goldstein**

The Beverly Hills Active Adult Club has requested to place a plaque in the Roxbury Community Center lobby in honor of long time community member Donna Goldstein.

Recreation Services Manager Teri Angel presented the Beverly Hills Active Adult Club's (BHAAC) request to place a commemorative plaque in honor of BHAAC member Donna Goldstein in the Roxbury Park Community Center to recognize Ms. Goldstein's volunteer services. Ms. Angel indicated that the plaque will be paid for with donations collected by the BHAAC. She pointed out that BHAAC president Mr. Les Bronte and Ms. Goldstein's daughter Judie Fenton were present to answer Council questions. Ms. Angel stated that the Recreation and Parks Commission recommended to establish a Volunteer Award and that each year a name be added to the plaque. Ms. Fenton asked to include a picture of Ms. Goldstein.

Speaking:

1. Les Bronte

Mr. Les Bronte spoke on behalf of the BHAAC. He brought a sample of a plaque style for Council consideration and spoke on the suggested location. Mayor Mirisch asked to award a proclamation to Ms. Goldstein at the October 19, 2016 formal meeting.

Council agreed to name a volunteer award after Ms. Goldstein, to name Ms. Goldstein as the first recipient, and to continue to award it to others deserving of the honor.

**4. Update on City-Hosted Hilton Initiative Public Forum**

This report provides the City Council with an update on the cancelled City-hosted *Hilton Condominium Tower Initiative* (Measure HH) forum and seeks Council direction on whether another form of a City sponsored town hall or educational forum should be organized.

Community Outreach Manager Huma Ahmed provided a brief background on the City-sponsored forum regarding the Hilton Condominium Tower Initiative which was originally scheduled for September 29th. She indicated that the proponents declined to participate in the forum which resulted in the forum being canceled. Ms. Ahmed presented two options for an educational public forum and asked for Council direction.

Speaking:

1. Susan Mishler

City Attorney Laurence Wiener spoke on the requirements to ensure that the City expresses impartiality and suggested that the City hire an unbiased independent monitor. He also confirmed that residents may rent any City facility to hold their own forums. Vice Mayor Krasne stated that forums should be held for any proposition. Mr. Wiener provided suggestions to address Mayor Mirisch's concern regarding placing staff in a position to interpret facts.

Council agreed to a televised City-sponsored education forum to be held on City property. Council also appointed Vice Mayor Krasne and Councilmember Gold to the Council Liaison Ad Hoc Committee.

**5. Recommendation by City Council Fine Art Liaisons and Fine Art Commission to Purchase *Takeaway* by Tom Friedman**

The City Council Fine Art Liaisons and the Fine Art Commission recommend the purchase of *Takeaway* by American artist Tom Friedman to be placed on the Rodeo Drive block of Beverly Gardens Park at an "all in" cost not to exceed \$650,000.

Senior Recreation Manager Brad Meyerowitz presented the Fine Art Commission's (FAC) request. He indicated that the Recreation and Parks Commission endorsed the location and that funding would come from the Fine Arts fund. He indicated that FAC Chair Alan Kaye, Commissioner Michael Smooke and Commissioner Stephanie Vahn were present to answer Council questions.

Fine Art Council Liaisons Vice Mayor Krasne and Councilmember Bosse each spoke on the recommendation. Mr. Meyerowitz confirmed that reflection issues will be addressed. He spoke on protection surrounding the piece.

FAC Chair Kaye and Commissioner Smooke each spoke on the FAC's decision to acquire the piece. Mayor Mirisch asked the Commission to ensure that the piece has not been replicated and installed within the City's vicinity.

Council approved the recommendation.

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

None.

## **C – INFORMATION**

### **6. Innovation's Day 2016 Update**

This staff report is to inform Council of the upcoming Innovation's Day scheduled for Monday, Oct. 10, 2016.

Item not discussed.

### **7. Role of the Recreation and Parks Commission in the Public Process Related to the 5 Acre Parcel**

Informing the City Council that the Recreation and Parks Commission intends to provide a public forum at their meetings for the possible development as a park of the 5 acre parcel that is bounded by Third St., Foothill Rd. and Alden Dr.

Recreation and Parks Commission Liaison Councilmember Gold provided a brief history. Councilmembers Gold, Bosse, Reims and Vice Mayor Kruse each expressed their concern that the discussion by the Commission was premature. Council expressed that the decision on what to do with the park should be initiated by Council who would in turn assign the task to the appropriate commission.

Councilmember Gold indicated that staff was advised to be more assertive when it comes to agenda management to ensure that certain items are not included which may require Council direction prior to being discussed.

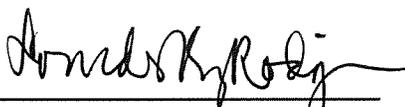
Speaking:

1. Tom Levyn

Mayor Mirisch read a letter into the record from Mr. Mark Elliott. Mr. Tom Levyn confirmed that Townscape has not received a refund from the City. Mayor Mirisch asked to agendaize an item to discuss how Council would like to move forward with the 5 Acre Parcel.

The Study Session recessed at 5:46 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 6<sup>th</sup> day of December, 2016

  
for \_\_\_\_\_  
BYRON POPE, City Clerk

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JOHN A. MIRISCH, MAYOR

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