

STUDY SESSION MINUTES
October 21, 2014
2:30 p.m.
City Council Chambers

PRESENT: Mayor Bosse
Vice Mayor Gold
Councilmember Brien
Councilmember Mirisch
Councilmember Krasne
Jeff Kolin, City Manager
Mahdi Aluzri, Assistant City Manager
Laurence Wiener, City Attorney
Therese Kosterman, Public Information Manager
Susan Healy Keene, Director of Community Development
Eliot Finkel, City Treasurer
Chad Lynn, Assistant Director of Public Works Services/Parking and Facilities
Operations

A - DIRECTION

1. Recognition of Beverly Hills Centenarians

As part of the Centennial Celebration, the City Council is recognizing Beverly Hills residents who are at least 100 years old.

Public Information Manager Therese Kosterman provided a brief background on the item and introduced the four Beverly Hills residents/centenarians: Mary Dohn, Bella Schwartzbord, Thelma Levin, and Florence Marcus. Mayor Bosse and the entire Council read memorable aspects of each centenarian's life and presented them with certificates of recognition.

**2. In-Lieu Parking Study Presentation
Item First Agendized October 7, 2014**

Presentation of the consultant's final report on the Beverly Hills In-Lieu Parking Study, dated June, 2014.

Community Development Director Susan Healy Keene provided a brief background on the item and discussed the key findings of the study and recommendations for Council consideration.

Speaking:

1. Adam Nathanson
2. Steve Webb
3. Murray Fischer
4. Christopher Alan
5. Donald Jacoda

Mr. Christopher Alan and Mr. Donald Jacoda answered Council questions regarding various aspects of automated parking systems. Transportation consultant Dr. Ria Lo from Nelson/Nygaard Consulting Associates and Ms. Keene responded to Council questions pertaining to the in-lieu program costs, timeframe, and structure.

Council provided direction to staff to pursue all points listed for consideration. Councilmember Mirisch recommended that staff explore opportunities in the southeast area of the City and look into leasing parking spaces. Councilmember Brien suggested to expand the in lieu parking program except in the Business Triangle, look at parking rates, and fast-track automated parking systems with an emphasis on private/public partnerships, regulated by the City and with enforcement mechanisms put in place. Vice Mayor Gold suggested exploring public/private parking partnerships as a priority.

3. Report on the Sales Tax and Parking Rates
Item First Agendized October 7, 2014

City Treasurer Eliot Finkel will present a report on a study conducted by the Citizen's Budget Committee relative to sales tax and 2-hour parking rates.

City Treasurer Eliot Finkel discussed the purpose of the study to assess the financial impacts of the City's 2-hour free parking program on sales tax revenues, Parking Authority Enterprise finances, sales tax data, the findings and observations, and recommendation. He noted that the \$50,000 budget allocated for the study was not spent.

Council posed questions and commented on the following issues: parking for shoppers versus non-shoppers, revenues received by the City, sales tax history for different shopping center parking structures, sales data comparison between Century City and the Golden Triangle.

Assistant Director of Public Works Services/Parking and Facilities Operations Chad Lynn and City Manager Kolin responded to Council questions regarding financial projections as related to parking infrastructure maintenance requirements.

Councilmember Brien suggested a list of policy questions in the recommendation section be addressed during the next City Budget Study sessions.

Vice Mayor Gold suggested that if the City continues to study the issue to make some conservative estimates on parking occupancy and office occupancy to make a financial prediction over the course of the next five years, develop a financial timeline in the next 10-20 years, and include a financial projection for future possible purchases or constructions.

Mayor Bosse asked Mr. Finkel to address the concern regarding competition with nearby shopping centers.

4. **Water Penalty Surcharge and Implementation**

This report transmits options for the water penalty surcharge and implementation as it relates to the Stage B water conservation program.

Item not discussed.

5. **Trousdale Estates Traffic Management**

Provides City Council with an update on the Trousdale Estates Traffic Management Program implementation and seeks City Council direction on proposed traffic management measures.

Item not discussed.

6. **Request from Councilmember Mirisch To Review Transient Occupancy Tax (TOT) Policy for Funding Tourism and Marketing Programs**

Item First Agendized August 19, 2014

This request is to review the City Council's direction to provide 2% of annual Transient Occupancy Tax (TOT) revenue to fund Tourism and Marketing Programs.

Item not discussed.

B - ADDITIONAL ITEMS TO CONSIDER (TIME PERMITTING)

None at this time

C - INFORMATION

7. **Election Ad Hoc Committee Recommendation for the 2015 City of Beverly Hills Municipal Election Contribution Limit**

Transmits the Election Ad Hoc Committee recommendation to increase the individual contribution limit from \$400 to \$450 per contribution or entity if the candidate accepts the voluntary spending limit of \$80,000.

Item not discussed.

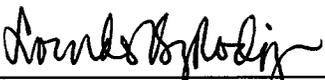
8. **Update on Public Affairs Show Beverly Hills View**

Provides an update on the public affairs show Beverly Hills View.

Item not discussed.

The Study Session recessed at 5:35 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 November, 2014


for BYRON POPE, City Clerk


LILI BOSSE, MAYOR

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