

**CITY OF BEVERLY HILLS
MINUTES – STUDY SESSION
February 17, 2015
2:30 p.m.
City Council Chambers**

PRESENT: Mayor Bosse
Vice Mayor Gold
Councilmember Brien
Councilmember Mirisch
Councilmember Krasne
Mahdi Aluzri, Interim City Manager
Cheryl Friedling, Deputy City Manager for Public Affairs
Laurence Wiener, City Attorney
Megan Roach, Marketing and Economic Sustainability Manager
Aaron Kunz, Deputy Director of Transportation
Martha Eros, Transportation Planner
Byron Pope, City Clerk
Steve Zoet, Director of Community Services

A - DIRECTION

1. BHCVB Visitor Impact Study Key Findings
Item First Agendized February 3, 2015

This item presents the study methodology and key findings from a visitor impact study commissioned by the Beverly Hills Conference and Visitors Bureau.

Marketing and Economic Sustainability Manager Megan Roach introduced Beverly Hills Conference and Visitors Bureau Chief Executive Officer Julie Wagner. Ms. Wagner provided an overview and presentation on the visitor impact study's background and logistics, the record growth and volume since 2007, visitor demographics, spend profiles, and the benefits to the Community.

SPEAKING:

1. Robbie Anderson
2. Bill Wiley, Two Rodeo Drive
3. Philip Ferentinos, Director of Starline Tours

Ms. Wagner answered questions regarding the presentation, discussed how the Conference and Visitors Bureau markets City attractions and provided suggestions on how to attract more visitors to the City. Ms. Wagner indicated that the data gathered for the presentation will be used as a benchmark to track current goals as well as to target future opportunities.

Council thanked Ms. Wagner for her presentation.

2. Recommendations of the Tour Bus Ad Hoc-Committee to Manage Tour Bus Activity in the Business Triangle

Transmits the Tour Bus Ad-Hoc Committee recommendations.

Deputy Director of Transportation Aaron Kunz discussed the item's issues and asked for Council direction regarding the Tour Bus Ad-Hoc Committee recommendations.

SPEAKING:

1. Murray D. Fischer
2. Bill Wiley, Two Rodeo Drive
3. Philip Ferentinos, Director of Starline Tours
4. Robbie Anderson
5. Vahid Sapir, President and Owner of Starline Tours

Bill Wiley of Two Rodeo Drive stated that the Rodeo Drive Committee (RDC) could not come to a consensus on the issue and felt that more time is needed to sort out a better solution. Mayor Bosse spoke into record that she received a note of support from former RDC President/current committee member Tom Blumenthal for the tour buses on Rodeo Drive and Beverly Drive. Mr. Wiley noted that current RDC President Mark Tronstein was not available to speak on behalf of the RDC at today's meeting.

Ad-Hoc Committee member Councilmember Brien clarified the types of tour buses, discussed the issues and spoke on the various options for consideration. Ad-Hoc Committee member Councilmember Krasne pointed out that many tour bus companies were not represented at the meeting. Traffic and Parking Commission Chair Lester J. Friedman and Vice Chair Jacob (Jake) Manaster each spoke on the item. Interim City Manager Mahdi Aluzri mentioned that staff is currently working on a plan to improve staging and will bring the plan to Council as part of the upcoming budget process in May 2015.

Mr. Kunz and Mr. Aluzri clarified the heavy haul restrictions. Council voiced support for the use of the City's trolleys and requested more input from the business community and residents regarding the provided options.

Council supported the recommendations and asked staff to return with more information.

3. Planning Commission Interview Panel Report

Transmits the interview panel's appointment recommendation(s) for the Planning Commission.

City Clerk Byron Pope presented a staff report on the recommendation of the Planning Commission (PC) Interview Panel, composed of Mayor Lili Bosse, Councilmember John A. Mirisch, PC Chair Howard Fisher and PC Vice Chair Alan Block to appoint candidates Lori Greene Gordon and Andy Licht. Mr. Pope reported that Mayor Bosse left the interview after the third applicant and requested the other three panel members complete the remaining eight interviews.

SPEAKING:

1. Lillian Raffel

Mr. Pope clarified that the City Council Policy and Operations Manual is "silent" with regard to absent interviewers. Councilmember Brien suggested that the process be reviewed for consistency.

Council approved the recommendation of the Panel. The item will be placed on the April 07, 2015 City Council Formal meeting for adoption.

4. Human Relations Commission Interview Panel Report

Transmits the interview panel's appointment recommendation for the Human Relations Commission.

City Clerk Byron Pope presented a staff report on the recommendation of the Human Relations Commission (HRC) Interview Panel, composed of Vice Mayor Julian A. Gold, M.D., Councilmember Krasne, HRC Chair Ori Blumenfeld and HRC Vice Chair Karen Popovich Levyn to appoint candidate Annette Saleh.

Council approved the recommendation of the Panel. The item will be placed on the April 07, 2015 City Council Formal meeting for adoption.

5. Discussion of FY 2013/14 Year-End General Fund Surplus of Revenues over Expenditures

Staff recommends the City Council consider the General Fund surplus and allocating it for various purposes.

Item not discussed.

6. Request by the Special Olympics World Games and the Beverly Hills Host Town Committee for the City to Contribute to Host Town Expenses

This item requests City Council consideration and direction regarding a request for funds to help offset obligations associated with Beverly Hills being a Host Town to the 2015 Special Olympics World Games.

Director of Community Services Steve Zoet introduced Special Olympics World Games local committee co-chairs Susan Berk and Alissa Roston. Together they discussed the event's background, financial impacts, activities and estimated budget. Ms. Berk and Ms. Roston also reviewed the functions and responsibilities of Host Towns and asked Council for financial support to help offset costs incurred for accepting responsibility.

SPEAKING:

1. Arnold Seidel, Special Olympics - BH Host City

Host Town at Special Olympics World Games Los Angeles 2015 Director Dawn O'Leary answered Council questions about the logistics of the competitive events. Council asked for information on where people can donate to the event. Ms. O'Leary stated that donations can be made online directly to the Beverly Hills Host Town at www.LA2015.org.

Council unanimously approved the request.

7. **Direction Regarding a Proposed Veterans' Memorial in Beverly Gardens Park**
This item seeks City Council direction regarding a proposed Veterans' Memorial around the Hunter and Hounds sculpture in Beverly Gardens Park and a conceptual design that has been developed for the same.

Item not discussed.

8. **Review of the Conditions of the Existing Facilities at LaCienega Park and Public Input Received Regarding Possible Improvements**

Item First Agendized February 3, 2015

This item provides City Council with an overview of public input received regarding possible LaCienega Park improvements and seeks direction moving forward.

Item not discussed.

9. **Request by Councilmember Mirisch to Expand the Membership of the Sunshine Task Force**

Members of the Sunshine Task Force recommended an increase in participants with appointees recommended by all City Council members in an effort to achieve Task Force diversity and inclusiveness.

Item not discussed.

10. **Executive Employee Outside Employment Policy The Municipal Code allows City employees to engage in outside employment.**

Mayor Bosse and Vice Mayor Gold requested that the City Council discuss whether to revisit the City's policy regarding outside employment for executive employees.

Item not discussed.

B - ADDITIONAL ITEMS TO CONSIDER (TIME PERMITTING)

None.

C - INFORMATION

11. **Update on Pension Rates and Unfunded Liability Status**

This report provides information regarding the status of the City's pension rates and unfunded liabilities.

Item not discussed.

12. **Waiving Overdue Fines as Part of National Library Week**

April 12, 2015 - April 18, 2015 Beverly Hills will be celebrating National Library Week. To celebrate, the Library will holding its sixth annual Food for Fines program where library fines are waived in exchange for canned food that is collected for the Westside Food Bank.

Item not discussed.

13. 2014-2015 Beverly Hills Healthy City Initiative

Highlights the accomplishments of Mayor Bosse's Healthy City initiative.

Item not discussed.

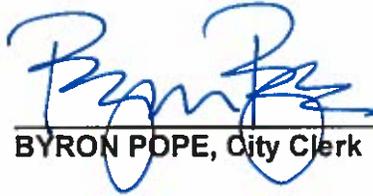
14. Centennial Celebration Final Report

This report provides a summary of the Centennial events and initiatives, volunteer participation and unspent funding to be returned to the Tourism and Marketing budget.

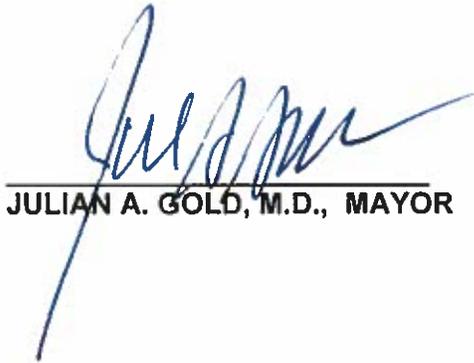
Item not discussed.

The Study Session recessed at 5:32 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 7th day of April, 2015



BYRON POPE, 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.