

**CITY OF BEVERLY HILLS
MINUTES – STUDY SESSION**

April 19, 2016

2:30 p.m.

City Council Chamber

Teleconference Location:

17 West 54th Street

New York, NY 10019

PRESENT: Mayor Mirisch
Vice Mayor Krasne
Councilmember Brien
Councilmember Bosse
Councilmember Gold
Mahdi Aluzri, City Manager
Laurence Wiener, City Attorney
Shelley Ovrom, Assistant Director of Administrative Services – Human Resources
Sandra Spagnoli, Chief of Police
Megan Roach, Marketing and Economic Sustainability Manager
Martha Eros, Transportation Planner
Ryan Gohlich, Assistant Director of Community Development/City Planner
Gisele Grable, Community Services Administrator
Michelle Tse, Senior Management Analyst
Debby Figoni, Water Conservation Administrator

ABSENT: None

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

At 2:36 p.m., Mayor Mirisch announced that Councilmember Brien would be participating in the meeting via teleconference and therefore the telephone call-in feature will not be available.

ORAL COMMUNICATION

Speaking:

1. Steve Mayer
2. Eliot Finkel

A – DIRECTION

1. **Employee Recognition - Sean Dexter Retirement**
Police Sergeant, Sean Dexter, retired from the City on January 26, 2016 with 33 years of service to the City.

Mayor Mirisch highlighted Police Sergeant Sean Dexter's accomplishments during his career. City Council and Chief of Police Sandra Spagnoli recognized and thanked Sergeant Dexter by presenting him with a plaque and certificate of recognition.

2. Beverly Hills Conference and Visitors Bureau Fiscal Year 2015-16 Programs Update

This item is a presentation from the Conference and Visitors Bureau on current programs and initiatives, including an overview of a white paper regarding The Future of Luxury.

Marketing and Economic Sustainability Manager Megan Roach provided a background on the item then introduced Chief Executive Officer of the Beverly Hills Conference and Visitors Bureau (BHCVB) Julie Wagner. Ms. Wagner presented a video on the BHCVB's FY 15/16 first and second quarter highlights then provided a brief recap. She also discussed the Future of Luxury Global Trends Report and spoke in depth about the Luxury 2.0 and Luxury 3.0 ideas.

Ms. Wagner answered Council questions about the BHCVB's allocation of funds and explained how annual allocations are adjusted as the market evolves. She pointed out the challenges of obtaining certain types of data and spoke on how the Future of Luxury Global Trends Report can enhance the City's tourism and branding efforts. Councilmember Krasne asked for a report on the occupancy data of local hotel rooms priced at \$1,000 and above.

3. Beverly Hills Bike Share Pilot Program

Review of two bicycle share locations recommended by the Traffic & Parking Commission.

Transportation Planner Martha Eros provided a brief history on Phase 1 of the Bike Share program then reported on the installation of bike share stations located at 280 South Beverly Drive and 331 North Maple Drive. She noted that the Traffic and Parking Commission already reviewed the proposed locations.

Vice Mayor Krasne suggested including a location by the Tour Bus Zone and to sell or provide information at the storage facility located on 3rd street. She asked that the information include suggested routes.

Council approved the two proposed locations and asked staff to expedite the availability of helmets.

4. Request by Vice Mayor Krasne to Discuss Short Term Rentals

First Agendized April 5, 2016

This report provides information on the current regulation of short term rentals in the City of Beverly Hills. Vice Mayor Krasne is asking the City Council to consider modifying the City's regulations to allow limited rentals in single family areas where the owner of the property remains on the premises during the rental period.

Assistant Director of Community Development/City Planner Ryan Gohlich reviewed the City's current regulations and reported on the City of Santa Monica's current regulations. He asked Council for direction regarding any changes to the City's municipal code. Vice Mayor Krasne discussed the concerns that prompted her to request putting the item on the agenda.

Speaking:

1. Michael Tenner, Peninsula Beverly Hills

Mr. Gohlich spoke on the open code enforcement cases, provided violation examples and explained the difficulties in closing cases and regulating short-term rental operations.

Councilmember Bosse asked for a report on the number of cases that have been closed and on the actions that have been taken. City Manager Mahdi Aluzri and City Attorney Laurence Weiner spoke on the penalties for operating a business without a business license.

Council directed staff to explore the concept of hardship and to develop criteria to establish a process for such cases. Council also directed staff to develop a set of regulations and permitting processes for use only by single-family homes.

- 5. Team Beverly Hills 20th Anniversary Program and Volunteer Opportunities Expo**
Seeks City Council direction regarding a 20th Anniversary program for Team Beverly Hills alumni members including a Volunteer Opportunities Expo.

Community Services Administrator and Team Beverly Hills program (Team BH) liaison Gisele Grable provided a brief report on the status of Team BH and highlighted the progress the program has made to emphasize and encourage alumni to become more involved in City volunteer programs and leadership roles. Ms. Grable reported that the intention of the proposed event is to further educate Team BH graduates while celebrating the program's 20th year. She noted funding for the event is not in the FY 16-17 budget however, funds may be available within the Community Services' overall budget.

Councilmember Bosse and Vice Mayor Krasne suggested that staff reach out to the community and former Team BH members to assist with funding the suggested \$9,000 for food and gifts. Ms. Grable noted that she plans to inquire with local businesses and restaurants for donations.

Council agreed to support the event.

- 6. Conservation Program Update**
This is the monthly report to highlight the City's overall water conservation efforts, including an update related to the penalty surcharges appeals process.

Research and Planning Analyst Michelle Tse provided an update on the California snowpack and on the City's conservation outreach efforts. She briefly touched on new water conservation informational material. Ms. Tse reviewed the City's water conservation performance from May 2015 to March 2016 then compared the results to the State's required reduction and overall State performance. Ms. Tse also reported on current program developments and provided an update on penalty surcharge appeals.

Speaking:

1. Jordan Brode

Council asked staff to follow up with Mr. Brode's suggestions and asked Conservation Administrator Debby Fioni to provide hard statistics for the next Conservation Program update.

7. Request by Mayor Mirisch to Discuss Construction Fencing

This report provides information on the City's regulations pertaining to construction fencing, and the process for installing and maintaining construction fencing.

Assistant Director of Community Development/City Planner Ryan Gohlich spoke on the two primary instances when properties may be fenced then briefly reviewed the requirements that must be met prior to commencing construction on a property. He noted that there is sometimes a lag period between the requirement to fence the property and when construction begins. Mr. Gohlich noted that that a few properties have been identified which lack the proper demolition permits and are now under investigation by the Code Enforcement division.

Speaking:

1. Steve Mayer

Mayor Mirisch discussed the concerns that prompted his request to put the item on the agenda. Council, Mr. Gohlich and City Manager Mahdi Aluzri discussed the timing between when a fencing permit is issued and when actual construction commences.

Council agreed to review the permitting process. Council asked staff to utilize Mr. Mayer's suggestions and to report to Council within the next month.

B – ADDITIONAL ITEMS TO CONSIDER (TIME PERMITTING)

None

C – INFORMATION

8. Review of Pension and Retiree Medical Unfunded Liabilities and Options for Reducing These Liabilities

Report provides an update on the status of the City's unfunded liabilities for both the pension and retiree medical ("Other Post-employment Benefits" or OPEB) programs, and describes plans to work with City Treasurer and Citizen's Budget Review Committee to prepare for the establishment of an irrevocable trust to manage these liabilities. Staff will return to Council this summer for formal action to establish the trust.

Item not discussed.

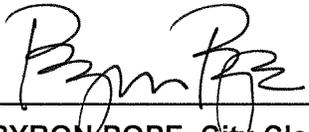
9. Recruitment Process for the 2016 Team Beverly Hills – Resident Educational Program

Provides information regarding the recruitment process and dates during May-June 2016 and the program overview for the 2016-17 Team Beverly Hills program.

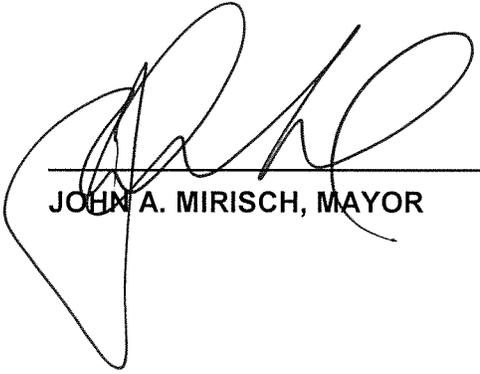
Item not discussed.

The Study Session recessed at 5:40 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 6th day of June, 2016



BYRON POPE, City Clerk



JOHN A. MIRISCH, MAYOR

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