

**CITY OF BEVERLY HILLS  
MINUTES - STUDY SESSION  
December 2, 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  
Chad Lynn, Assistant Director of Public Works Services  
Genevieve Row, Audit and Permit Administrator  
Susan Healy Keene, Director of Community Development  
Aaron Kunz, Deputy Director of Transportation

**A - DIRECTION**

1. **Review of the Beverly Hills Taxicab Franchise Request for Proposal (RFP) Review Panel Recommendations, Evaluation Process and Proposed Changes with Respect to Matters Governing Taxicab Service**  
***Item First Agendized November 18, 2014***

Staff to report on the Taxicab Franchise RFP process and the review panel recommendations to the City Council, Award of Franchise based on the criteria set forth in RFP 14-36, proposed revisions to relevant sections of the Beverly Hills Municipal Code (BHMC), and proposed franchise agreements.

Vice Mayor Gold disclosed for the record that he met with several of the taxi cab service owners to discuss items listed in the report and various letters received by Council over the past couple of months.

Assistant Director of Public Works Services Chad Lynn outlined the recommendations from the Taxi Review Panel, the selection process for the franchises, and the procedural items for Council consideration at the Formal meeting to address the Franchise conversion steps.

Mr. Lynn also introduced Audit and Permit Administrator Genevieve Row and the City's Consultant from Nelson Nygaard, David Koffman, as well as the Taxi Review Panel members: Traffic and Parking Commission Chair Lester Friedman, Health and Safety Commissioner Myra Demeter, Health and Safety Commissioner Lisa Kay Schwartz, Technology Committee Member AJ Willmer and former Human Relations Commissioner Barbara Linder who were all present to answer Council questions.

Speaking:

1. Richard Montgomery - United Taxi, Beverly Hills Cab Co., and Independent Taxi
2. Harvey Englander - L.A. Checker Cab
3. Igor Romanov
4. Andy Sywak - Beverly Hills Chamber of Commerce Director of Economic Development and Government Affairs

5. Michael Calin - Bell Cab Company, Inc.
6. Andrey Primushko, President of United Taxi
7. Hettabai Ahmed - Independent Taxi Owners Association
8. Vrej Alvandian - Beverly Hills Cab Co.
9. Igor Drabkin
10. Michael Giles
11. Yevgeny Smolyar

Traffic and Parking Commissioner Chair Lester Friedman read a letter on behalf of the Taxi Review Panel. Mr. Lynn and Mr. Koffman answered Council questions regarding franchising jurisdiction limitations, revenue possibilities for taxi cab companies, the complaint process, and potential impacts of other non-taxi cab industry ridesharing services. Mr. Willmer stressed the importance of Council consideration for a Franchise process that creates accountability. Vice Mayor Gold asked for clarification on certain sections of the Proposed Taxicab Rules and Regulations. Council thanked the Taxi Review Panel members for their hard work and service.

Council consensus was to shorten the term of the proposed Franchise agreement. Council also asked staff to explore mobile applications to publicly record taxi patron experiences in real time, to ensure that Airport flat rates are posted, and to let residents know that a franchise is available.

2. **North Santa Monica Boulevard Reconstruction Project Construction Mitigation**

Forwards Santa Monica Boulevard Ad-Hoc Committee recommendations and seeks direction to proceed with project design.

Director of Community Development Susan Healy Keene briefly reviewed the item and asked for Council direction to proceed with the final design of the Santa Monica Boulevard reconstruction project per the recommendations of the Ad-Hoc Committee composed of Mayor Bosse and Councilmember Brien. Ms. Keene introduced Deputy Director Aaron Kunz who presented a study on Traffic Analysis and lane closure scenarios, the Ad-Hoc Committee recommendations and suggested recommendations for the next steps. Mr. Kunz indicated that representatives from Iteris, Inc. and Psomas were present to answer Council questions.

Speaking:

1. Mayor Bosse briefly reviewed a note and newspaper clipping given to Council by former Mayor Chuck Aronberg.
2. Josh Paget
3. Phil Brown
4. Alison Regan
5. Eric Bruins - Los Angeles County Bicycle Coalition
6. Kory Klem - LACBC, La Grange

Vice Mayor Gold read a letter into record from Dr. Barry Pressman. City Council Ad-Hoc Committee Member/Councilmember Brien gave a brief report acknowledging that many will be unavoidably inconvenienced by the construction and discussed the phases that have been planned to save money, maintain safety, include public outreach and reduce the inconvenience as much as possible. He also explained that a decision needs to be made as soon as possible to begin the initial phase. Councilmember Krasne expressed her concern for

community safety and made a suggestion to remove the parking spaces along South Santa Monica Boulevard.

The item will be continued to the Council Study Session of January 6, 2015.

**3. Discussion of Pension Rates and Unfunded Liability and FY 2013/14 Year-End General Fund Surplus of Revenues over Expenditures**

**a. Update on Pension Rates and Unfunded Liability**

**b. Discussion of FY 2013/14 Year-End General Fund Surplus and Possible Use**

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

Item not discussed; carried over to the Council Study Session of January 6, 2015

**4. Request by Councilmember Mirisch to Designate December 24, 2014 as 'John Muir Day' in Commemoration of the 100th Anniversary of the Death of the Noted Environmentalist**  
Councilmember Mirisch is requesting City Council review to designate December 24, 2014 in honor of the noted naturalist John Muir.

Councilmember Mirisch briefly touched upon the item and asked for Council support. Council agreed to move forward with the commemoration.

**5. Assignment of the City's Solid Waste Franchise Agreement**

Staff is recommending the City Council establish an ad hoc committee and approval to begin negotiations with Recology, who is in the process of acquiring the City's solid waste franchisee Crown Disposal Company, and has requested the assignment of the franchise agreement as part of the acquisition process.

Mayor Bosse appointed Councilmembers Krasne and Brien to the ad hoc committee.

**6. Presentation of 5-Year City Strategic Plan Summary**

Major accomplishments and lessons learned from the last 5 years will be shared. We will request recommendations from the Council on moving forward with the next Plan.

Item not discussed; carried over to the Council Study Session of January 6, 2015

**7. Updated Information on School Security Funding Request for FY 2014-2015**

This report provides an update on significant changes that have occurred with the Beverly Hills Unified School District's campus security program and seeks direction from the City Council regarding the District's request for reimbursement.

Item not discussed; carried over to the Council Study Session of January 6, 2015

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

None at this time.

## **C - INFORMATION**

8. **The Maple Counseling Center - Use of Academy Theater**

Transmits information regarding the Maple Counseling Center's request to utilize one of the City's "free rentals" of the Academy of Motion Picture Arts & Sciences theater during the month of April 2015.

Item not discussed.

9. **Dayton Way Tour Bus Loading Zone**

Transmits plans to remove the tour bus loading zone on Dayton Way in advance of re-opening of Louis Vuitton

Item not discussed.

10. **Police Department Recruitment**

This report provides the information on the status of the Police Department's recruitment efforts.

Item not discussed.

11. **City Sponsorship for the 12th Annual Theodore Payne Native Plant Garden Tour The City intends to sponsor the Theodore Payne Foundation's annual Native Plant Tour.**

This event takes place in March 2015 and is a garden tour featuring over 40 private and public gardens in the Los Angeles area to highlight the use of drought resistant plants and landscaping.

Item not discussed.

12. **Beverly Wilshire Hotel Travel Industry Event at Greystone Mansion**

Provides information regarding staff's decision to approve the Co-Sponsorship from the Beverly Wilshire Hotel for a Travel Industry Event at Greystone Mansion on December 16, 2014.

Item not discussed.

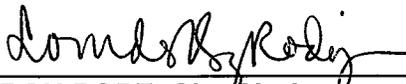
13. **Public Outreach Plan for La Cienega Community Center and Park**

This item provides information regarding staff's plan to engage the public and collect information regarding their interest to renovate or replace the existing La Cienega Community Center and park features.

Item not discussed.

The Study Session recessed at 5:31pm 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 9th day of December, 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.