

**CITY OF BEVERLY HILLS  
MINUTES - STUDY SESSION  
August 19, 2014  
2:30 p.m.  
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  
Michelle Tse, Senior Management Analyst  
Nestor Otazu, Code Enforcement Manager  
Megan Roach, Marketing & Economic Sustainability Manager  
Gisele Grable, Community Services Administrator  
Susan Healy Keene, Director of Community Development  
Lourdes Sy-Rodriguez, Deputy City Clerk

**A - DIRECTION**

1. **Review of Additional Regulations for Overweight Vehicles, Including Food Trucks, within Residential Areas**

Item First Agendized August 5, 2014

This report provides additional regulatory options for overweight vehicles, including food trucks, as it relates to residential areas

Senior Management Analyst Michelle Tse presented information on regulations pertaining to overweight vehicles and asked the Council if the municipal code should be amended to include additional regulations pertaining to these vehicles parking at construction sites.

Code Enforcement Manager Nestor Otazu spoke about the enforcement of the current City Code on overweight vehicles.

Council agreed with staff's recommendation to pursue adding further regulations to the municipal code regarding oversized and overweight vehicles.

Speaking:

Mark Olson

2. **Recommendation from the Chamber of Commerce Liaison Committee for the Beverly Hills Chamber of Commerce and Civic Association's Remaining Fiscal Year 2014-2015 Work Plan**

This is a presentation of the remaining FY 2014-2015 work plan for the Beverly Hills Chamber of Commerce and Civic Association for business outreach and retention

services.

Marketing & Economic Sustainability Manager Megan Roach introduced Beverly Hills Chamber of Commerce President of Board of Directors Mark Wolf, who, along with Chamber Executive Director Alex Stettinski and Chamber Director of Economic Development & Government Affairs Andy Sywak, presented a presentation on the remainder of the FY 2014-2015 workplan.

Councilmember Bosse suggested that the advertising be altered to take advantage of the holiday season.

The Council unanimously supported the Chamber's workplan.

3. **Recommendation from the Rodeo Drive/Special Events/Holiday Committee Regarding the City's 2014 Holiday Décor and Lighting Program**

This item provides a recommendation from the Committee for the overall design theme and specific decor components for the City's 2014 holiday decor and lighting program.

Marketing & Economic Sustainability Manager Megan Roach detailed the City's 2014 Holiday Décor and Lighting program, which includes features such as 16 Baccarat crystal chandeliers on Rodeo Drive, white lights for trees, holiday banners and a Santa Claus at Wilshire and Beverly Blvd.

Councilmember Mirisch suggested that the chandeliers be retained for use in future holiday seasons.

Councilmember Krasne preferred that the chandeliers be used once and that the decorations be changed in upcoming years.

The Council supported the program.

4. **Rodeo Drive Committee Request for Ferrari's 60th Anniversary Events on October 11-12, 2014**

Seeks City Council direction regarding street closures and proposal for Ferrari event at City Hall and Crescent Drive, and Ferrari exhibition on the 200-400 blocks of North Rodeo Drive.

Community Services Administrator Gisele Grable presented information on the Rodeo Drive Committee's request to host a Gala Event for the celebration of Ferrari's 60<sup>th</sup> Anniversary. The Committee is asking to close down the 400 block of N. Crescent Drive, adjacent to City Hall between Wednesday, October 8 through Sunday night, October 12, with the street re-opening Monday morning by 6 am.

Council proposed ideas to promote businesses located on Crescent Drive to reduce the potential impact from street closure.

Councilmember Mirisch requested more information about Ferrari's plans to promote the event and how its impact can be maximized.

Councilmember Brien suggested that parking restrictions in the area during the event to be scaled back, along with giving notice to the residents with reasons why so there is enough parking available for everyone attending the event.

Council unanimously supported the event.

Speaking:

Shawn Saeedian

5. **Recommendation from the Centennial Ad Hoc Committee Regarding the Centennial Celebration Programs Budget and Funding Requests for Events and Initiatives**

This item provides a recommendation from the Committee on funding requests for existing and new Centennial events and initiatives.

Marketing & Economic Sustainability Manager Megan Roach presented information on four funding requests from the Centennial Ad Hoc Committee: a proposal by the Arts of Palm Volunteer committee for Tree Yarn Bombing, which would use \$26,000 of remaining funds from the Arts of Palm Budget. A proposal by Recreation and Parks Commissioner Robbie Anderson that the City purchase 25 copies of his book, "Beverly Hills: The First 100 Years" for a total of \$3000. A proposal of \$5000 in compensation to Judy Kessler for her work on the Beverly Hills Centennial cookbook. And a proposal to obtain licensing clearances for the Centennial concert and sing-a-long event which occurred in January at the cost of \$12,000.

The members of the Arts of Palm Committee gave a presentation about Yarn Bombing along with photographs of the work.

Councilmember Krasne suggested that the members of the Arts of Palm Committee give a presentation to the Fine Art Commission as well regarding Yarn Bombing.

Council supported the proposals.

Speaking:

Roxanna Ameri

6. **ASICS LA Marathon Request for 2015 and 2016**

Provides information regarding the 2014 event, and seeks City Council direction regarding request to include the City of Beverly Hills in the marathon events scheduled for Sunday, March 15, 2015 and Sunday, February 14, 2016.

Community Services Administrator Gisele Grable presented a report on the dates of the next two LA Marathons: Sunday, March 15, 2015 and Sunday, February 14, 2016.

Council raised concerns about having the marathon run through the City on Valentine's Day citing potential interference with local businesses.

Council directed staff to reach out to the community, gather input from businesses and residents to see if there would be any conflicts with hosting the marathon on February 14, 2016 and to come back at a future meeting to report the findings.

7. **Design Review Commission Interview Panel Report**

Transmits the interview panel's appointment recommendations for the Design Review Commission.

Deputy City Clerk Lourdes Sy-Rodriguez presented the recommendation from the Design Review Commissioner interview panel. The panel recommended Mahnaz Sharifi Ardani to fill the position, replacing Commissioner Susan Strauss.

Council approved the interview panel's recommendation.

8. **Fine Art Commission Interview Panel Report**

Transmits the interview panel's appointment recommendations for the Fine Art Commission.

Deputy City Clerk Lourdes Sy-Rodriguez presented the recommendation from the Fine Art Commissioner interview panel. The panel recommended Michael Smooke to fill the position, replacing Commissioner Fiona Chalom.

Council approved the interview panel's recommendation.

9. **"Hire Local" Program Outreach and Request by Councilmember Mirisch for Council Consideration of Local Preference in the City's Internship Program**

Item First Agendized June 24, 2014

Councilmember Mirisch is asking the City Council to provide direction on instituting preferential selection for residents during recruitment for the City's internship program. In addition, the report provides an update on the Human Resource Divisions' effort to promote City employment to local residents.

Item not discussed.

10. **Request by Councilmember Mirisch to Discuss City Council Approval of Seismic Report for Projects in the City**

Item First Agendized July 1, 2014

This item is presented for Council discussion of the review process and procedures for seismic reports related to development projects in the City.

Item not discussed.

11. **Request by Councilmember Brien to Discuss Options for Residential Video Services**

Item First Agendized June 17, 2014

Provides an overview of current and potential residential video services providers including Time Warner Cable and AT&T.

Item not discussed.

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

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.

13. **Request by Councilmember Krasne to Review the City's Protocol for Lowering the Flags of the United States and the City of Beverly Hills at City Facilities**

This request is for City Council review of the City's current approach to lowering the flags and direction on how the decision to lower the US Flag is made when there is no federal proclamation.

Item not discussed.

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

No items at this time

**C - INFORMATION**

14. **Update on the City's Water Conservation Measures**

This report provides a status update on the City's water conservation results in response to the State's emergency conservation measures.

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 2<sup>nd</sup> day of September, 2014

  
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LILI BOSSE, MAYOR  
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BYRON POPE, City Clerk

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