



City of West Hollywood

## CITY OF WEST HOLLYWOOD AVENUES WORKING GROUP

### FRAMEWORK

This handout is intended to provide the West Hollywood Avenues Working Group (AWG) members with an overview of the purpose and expectations for participation in this group as well as to provide a summary of the consensus building process.

#### Avenues Working Group Purpose

The primary role of the AWG is to serve as a sounding board for the City in the creation of a streetscape master plan for the commercial neighborhood known as 'The Avenues'. Members will work towards reaching an overarching vision for the district, as well as discussing details such as street design, lighting, etc. AWG members are encouraged to serve as "ambassadors" for the Avenues Streetscape Master Plan, discussing the plan with neighbors and colleagues, and attending hearings and relevant community meetings.

#### Level of Commitment and Responsibility

- There will be approximately 5 Avenues Working Group meetings. The first meeting will be held in April 3, 2012. There will also be at least 1 additional community-wide public meeting - once the master plan is closer to completion. AWG members are encouraged to attend all community meetings.
- Working group meetings will be held in the afternoon between 4:00 pm to 6:00 pm (or longer on occasion), with the first meeting taking place at the West Hollywood Library Community Room.
- When members cannot attend a meeting of the AWG, they should notify the Avenues Streetscape Project Manager in advance, Christopher Corrao, (Email: ccorrao@weho.org, Tel: 323-848-6868).
- Members are expected to prepare for, attend, and participate in every meeting. Materials will be provided as needed, prior to, or at each meeting.
- Between meetings, AWG members are expected to communicate with their constituent group(s) to inform them of the topics discussed and solicit feedback on the direction of the streetscape plan. Members representing Boards and Commissions have an added role in this regard: reporting to their respective Board or Commission about AWG meetings, and provide their respective Board or Commission's input as appropriate within the process.
- AWG members are strongly encouraged to attend any and all events related to the Avenues Streetscape Project, including community-wide public workshops and City Council hearings when the plan is ready for adoption.

## Decision-Making Process

1. The Advisory Committee will operate in the spirit of consensus. Consensus does not connote 100 percent agreement on every issue, but rather, support for the recommendations taken as a whole.
2. Role call votes will not occur on any topic or specific issue as the purpose of the Avenues Working Group is to serve as a sounding board for staff, the consultants and the City Manager.
3. Every participant is responsible for communicating his or her position on issues under consideration. Each participant is also encouraged to clearly state their intentions and concerns at the earliest possible time in the course of the discussions.
4. At the end of each meeting, City staff and the consultants will summarize the direction and conclusions from that evening's meeting. This summary will be included in the meeting notes that will be distributed by email to all members following each meeting.
5. Should individual members wish to share written or printed information with the group as a whole, please provide City staff with this at least 3 days prior to any scheduled meeting to allow for duplication and/or distribution prior to the meeting, at the discretion of staff or the City Manager.

## Meeting Structure and Basic Courtesies:

The Avenues Working Group has 17 members, and a mutually agreed upon set of expectations is needed to keep the working group on schedule.

1. The AWG will not have a Chairperson.
2. City staff and/or consultants will act as facilitators for the meetings.
3. All members agree to participate in good faith, as well as to respect the concerns of the other members.
4. The following points are offered as examples of behavior consistent with constructive dialogue, mutual respect and a commitment to collaboration:
  - a. Share the responsibility of ensuring the success of the process and the quality of recommendations.
  - b. Make a best good faith effort to work towards reaching an agreement.
  - c. Represent the perspectives, concerns, and interests of your constituencies - not solely your singular opinion. This will ensure that the agreements and recommendations developed by this group stem from the broadest base possible.
  - d. Acknowledge and try to understand others' perspectives.
  - e. Stay focused on the task at hand and share airtime with others.
  - f. Refrain from side conversations
  - g. Silence all cell phones during meetings.

### Public Comment Opportunities

While all AWG meetings are open to the public, and are publicly noticed, the AWG is not a 'Brown Act' committee. The format of the meetings is less formal than is typical of a commission or board, and this is intentional to facilitate discussion and create an interactive atmosphere. The public is encouraged to attend the AWG meetings and will have an opportunity to speak briefly at each meeting. However the working group is not intended to function as a City commission or board. In addition to the AWG meetings, a community-wide public meeting is planned for this project to obtain input from the public and also to showcase the work of the Avenues Working Group.

### Information Requests and Direction to Consultants

AWG members are asked not to directly contact our consultants outside of our regularly scheduled meetings. If you have questions for the consultant team outside of meetings, the Avenues Streetscape Project Manager will coordinate with the consultant team on your behalf.

*Thank you - and we look forward to working with you all on this very exciting project!*