

**WEST HOLLYWOOD SENIOR ADVISORY BOARD
MINUTES**

WEDNESDAY, September 19, 2012
City Hall, Community Conference Room
8300 Santa Monica Boulevard, West Hollywood 90069

I. CALL TO ORDER

The meeting was called to order at 2:03 p.m. by Chairperson Walkup.

A. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

B. ROLL CALL

Members present: Esther Baum, Pat Dixon, Sofiya Gelman, Barbara Krupa, Bernice Levin, Rita Norton, A. Lee Walkup.

Members absent: Ric Rickles, Muriel Schoichet

Staff present: Daphne Dennis

C. POSTING OF THE AGENDA

Ms. Dennis stated that the agenda was posted at all the usual places.

D. PROCEDURE FOR PUBLIC COMMENT

Chairperson Walkup stated the procedure for public comment.

E. APPROVAL OF AGENDA

The agenda was approved unanimously.

II. APPROVAL OF MINUTES

The minutes of the August 22, 2012 meeting were approved.

III. ITEMS FROM THE PUBLIC

Ian Owens introduced himself to the Board. Ian is Councilmember John Duran's interim Deputy.

IV. ITEMS FROM THE SENIOR CENTER AND THE ACTIVITY PROGRAM

Nancy Desser announced that the new Spotlight would be out soon and she distributed information about programs at the Eichenbaum Fitness Center at Freda Mohr on Fairfax. Flu and pneumonia shots will be available at the Senior Center on November 13 from 10-12 in the Senior Lounge.

V. UNFINISHED BUSINESS

A. Melissa Tillman distributed information about a number of programs at National Council of Jewish Women where volunteers are greatly needed. A program in local elementary schools—Light up a Library—uses volunteers to read to students and assist them with checking out books at the school library. The annual clothing give-away will be held on Sunday, December 2 beginning at 8:30 in the parking lot of NCJW. Volunteers are needed for this event which draws thousands of people.

B. Jeff Book reported on the initiatives on the November state ballot, the County measures, and the local term-limits petition effort. Please see attached for Jeff's information on the state initiatives. Jeff explained that the term limits petition needs to have the signatures of 2,344 registered West Hollywood voters which have been validated by the County in order to qualify for the March, 2013 ballot. If the measure has enough signatures, the City Council could choose to enact the initiative as law or put it on the City election ballot in the spring.

VI. NEW BUSINESS

City Manager Paul Arevalo spoke to the Board about a number of recruitments to address vacancies to the Administrative team. He spoke about a proposed change to the parking meter fees and hours of operation which will bring West Hollywood's charges for commercial district parking in line with those in surrounding cities. Increased revenue will be used to enhance security on Santa Monica Boulevard and the east end of the City. Mr. Arevalo reported that the General Plan is complete and various aspects of it will begin implementation over time. An East side analysis, Melrose Avenues streetscape and traffic analysis, West Hollywood Park next phase, and the Plaza and parking structure behind City Hall are the next projects to implement. He indicated his emphasis will be on keeping the City innovative and creative, including expanded, smart use of technology.

Members had questions or suggestions as follows:

- concern about raising the parking meter rate and lengthening the meter hours. Mr. Arevalo indicated that the business; community supports the change because it will limit the use of

the metered spaces by valet companies and increase the turn-over at the meters;

- the City should support a trade and craft school so that people could learn various skills;
- the City should provide WeHo TV to all residents; members indicated what a vital link it is to City programs and services;
- improve signage in and around the Library;
- add more park benches outside of the first floor of the Library and a book-return bin to which people could drive;
- improve communication about City services and events through use of bulletin boards at grocery stores;
- what about the loss of redevelopment funds? Mr. Arevalo reported that the City is trying to keep as much as possible, but there will be no new tax increment funding coming to the City for new projects.

VII. ITEMS FROM BOARD MEMBERS

Lee Walkup reported that staff had invited representatives from various local political organizations to attend the meeting, but none had accepted the invitation. He urged everyone to make sure their friends and neighbors are registered.

VIII. ITEMS FROM STAFF

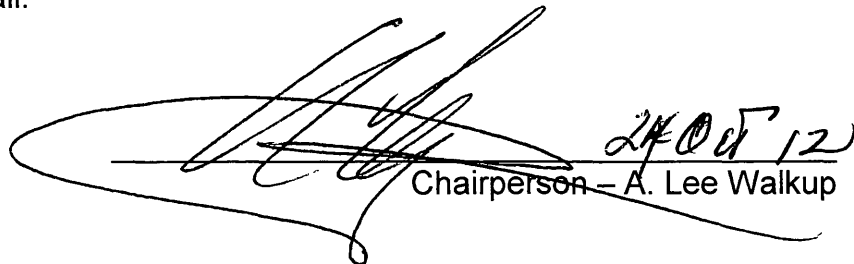
Daphne Dennis reminded the members about the Board and Commission Congress to be held on Wednesday, October 10 at 6 in the Library/Council Chambers space.

IX. PUBLIC COMMENT

There was no public comment.

X. ADJOURNMENT

The Senior Advisory Board meeting was adjourned to the next meeting to be held on October 24, 2012 at 2:00 p.m. in the Community Conference Room at City Hall.


Chairperson – A. Lee Walkup