

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
MONDAY JUNE 10, 2024
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS
625 N. SAN VICENTE BOULEVARD**

6:00 P.M. – ADJOURNED REGULAR MEETING

CALL TO ORDER: Mayor Erickson called the meeting to order at 6:01 p.m.

PLEDGE OF ALLEGIANCE: Stella Halleluyan led the Pledge of Allegiance.

ROLL CALL:

PRESENT: Councilmember Heilman, Councilmember Meister, Councilmember Shyne, Vice Mayor Byers, and Mayor Erickson.

ALSO PRESENT: Deputy City Manager Rocco, City Attorney Langer, City Clerk Crowder, and Assistant City Clerk Morales.

REPORT OF CLOSED SESSION AGENDA:

City Attorney Langer reported that the City Council convened the Closed Session at 5:40 p.m. and no members of the public spoke under Public Comment. She noted that the City Council discussed the two items of business listed on the posted agenda. On Item 1 on the posted agenda, the City Council took no reportable action. On Item Number 2 on the posted agenda, the City Council took no reportable action; however, Councilmember Meister recused herself from the Item due to the proximity to her home. The Closed Session concluded at 6:00 p.m.

APPROVAL OF AGENDA:

Assistant City Clerk Morales indicated that there were no changes from staff.

Councilmember Heilman requested that Items 6.B., 6.C., 6.D., and 6.E. be moved to the Consent Calendar as Items 2.K., 2.L., 2.M., and 2.N., respectively. He also requested that Item 5.A. be moved to the Consent Calendar (Item 2.J.), but he requested that a brief presentation be provided during the City Manager's comments.

Motion by Vice Mayor Byers, seconded by Councilmember Shyne, and approved (5/0).

LEVINE ACT DISCLOSURES: None.

ADJOURNMENT MOTIONS:

Vice Mayor Byers requested that the meeting be adjourned in memory of Arthur Whittington and Reverend James Lawson.

City Council Minutes
Monday, June 10, 2024
Page 2

Councilmember Meister requested that the meeting be adjourned in memory of her father, Marty Meister.

Councilmember Heilman requested that the meeting be adjourned in memory of Sakae “Jimmy” Sueyoshi.

PRESENTATIONS:

Vice Mayor Byers presented a Certificate to the West Hollywood Elementary School’s Crossing Guards.

Councilmember Shyne presented a Proclamation to Chanel Blac Lumiere.

Mayor Erickson presented a Proclamation to the American Lung Association in recognition of Lung Cancer Action and Lung Health Week.

Mayor Erickson presented a Proclamation to Women Against Gun Violence in recognition of Gun Violence Awareness Month.

PUBLIC COMMENT:

STEVE MARTIN, WEST HOLLYWOOD, spoke regarding Item 2.I.

ABBE LAND, WEST HOLLYWOOD, spoke regarding Item 2.I.

NICK WYVILLE, WEST HOLLYWOOD, on behalf of the Human Services Commission spoke regarding Pride Month. He spoke about proposed legislation at various levels attempting to rollback LGBTQ rights. Additionally, he shared the various resources available in the City.

JOSHUA MARIN-MORA, WEST HOLLYWOOD, Field Representative for Assemblymember Zbur’s Office spoke regarding provided an update on Assemblymember Zbur’s priorities including housing, addressing the unhoused, retail theft, and LGBTQ rights.

CATHERINE ENG AND ANGELA DE SILVA WEST HOLLYWOOD, spoke regarding WeHo Pride and in support of Item 2.I.

MICHAEL NUTTALL, WEST HOLLYWOOD, spoke regarding WeHo Pride, bike lanes, and parking solutions.

NICOLE PAYTON, WEST HOLLYWOOD, spoke regarding Item 2.I. and thanked Council for their support.

RICK WATTS, WEST HOLLYWOOD, spoke regarding losing loved ones.

City Council Minutes
Monday, June 10, 2024
Page 3

NIK ROYBAL, WEST HOLLYWOOD, spoke regarding losing loved ones. He also spoke regarding Item 2.I. and telling all the stories. He also mentioned the amount of water at the Melrose Triangle Project.

JENNIFER BIELER, LOS ANGELES, spoke regarding former LGBTQ+ Commissioner Nik Kacy.

CITY MANAGER'S REPORT:

Deputy City Manager Jackie Rocco shared that the City continues to celebrate WeHo Pride with the WeHo Pride Arts Festival this weekend noting that more information may be found at www.wehopride.com. She expressed her condolences to Councilmember Meister on behalf of City staff for the loss of her father. She also mentioned the City's Juneteenth event "Juneteenth: In Conversation with Dylan C. Penningroth". Professor Penningroth is a historian, professor, and author. More information about events in the City may be found on the City's website at www.weho.org. In response to Mr. Roybal's comments during Public Comment, she provided an update from Code Enforcement.

Senior Planner David Fenn provided a brief update on the Metro project (more information may be found in the staff report for Item 5.A.). Councilmember Meister inquired about the recent vote by the Beverly Hills City Council.

FISCAL IMPACT ON CONSENT CALENDAR:

Assistant City Clerk Morales stated that the Fiscal Impact on the Consent Calendar with the addition of Items 5.A., 6.B., 6.C., 6.D., and 6.E. was \$918,724 in expenditures, \$0 in revenues, and (\$0) in waived fees.

2. CONSENT CALENDAR:

2.A.,B.,C.,D.,E.,F.,G.,H.,I.,J.,K.,L.,M.,N. Motion by Councilmember Heilman, seconded by Vice Mayor Byers, and approved (5/0).

2.A. POSTING OF AGENDA:

SUBJECT: The agenda for the meeting of Monday, June 10, 2024 was posted at City Hall, Plummer Park, the Sheriff's Station, and at the West Hollywood Library on Wednesday, June 5, 2024.

ACTION: Received and filed. **Approved as part of the Consent Calendar.**

2.B. APPROVAL OF MINUTES:

SUBJECT: The City Council is requested to approve the minutes of the prior Council meeting.

ACTION: Approved the minutes of May 20, 2024. **Approved as part of the Consent Calendar.**

- 2.C. APPROVAL OF DEMAND REGISTER NO. 950 [L. QUIJANO, C. CORRALES, S. HERNANDEZ]:**
SUBJECT: The City Council shall receive the Demand Register for period ending May 24, 2024 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.
ACTION: Approved Demand Register No. 950 and adopted Resolution No. 24-045, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 950". **Approved as part of the Consent Calendar.**
- 2.D. CLAIMS ADMINISTRATION [J. JIMENEZ, M. CROWDER]:**
SUBJECT: The City Council is receiving notification that the City's third-party administrator Carl Warren & Co. has denied one (1) Claim for Damages from Daniel Ali Castillo, Jr.
ACTION: Received and filed. **Approved as part of the Consent Calendar.**
- 2.E. COMMISSION AND ADVISORY BOARD MEETING SYNOPSES [M. CROWDER, L. MORALES]:**
SUBJECT: The City Council will receive Synopses from the Arts and Cultural Affairs Commission, Public Facilities, Recreation, and Infrastructure Commission, and Older Adults Advisory Board regarding actions taken at their recent meetings.
ACTION: Received and filed. **Approved as part of the Consent Calendar.**
- 2.F. FISCAL YEARS 2024-25 & 2025-26 TWO-YEAR OPERATING BUDGET AND CAPITAL WORK PLAN [D. WILSON, C. SAFRIET, M. LINDLEY, L. QUIJANO, A. RUIZ]:**
SUBJECT: The City Council will receive the City of West Hollywood Two-Year Operating Budget and Capital Work Plan for Fiscal Years 2024-25 & 2025-26, which will be brought back for discussion and adoption at the City Council Meeting scheduled for June 24, 2024.
ACTION: Received and filed the City of West Hollywood Two-Year Operating Budget and Capital Work Plan for Fiscal Years 2024-25 & 2025-26. **Approved as part of the Consent Calendar.**
- 2.G. AMENDMENT NO. 1 TO THE AGREEMENT FOR SERVICES WITH EMERGENCY-1 RESPONSE, INC. FOR MEDICAL CARE CENTER SERVICES [D. RIVAS, A. SHANDI]:**
SUBJECT: The City Council will consider approving Amendment No. 1 to the Agreement for Services with Emergency-1 Response, Inc. for medical care center services during the 2024 West Hollywood Pride Celebration.
ACTIONS: 1) Approved Amendment No. 1 to the Agreement for Services with Emergency-1 Response, Inc. to increase the "not-to-exceed" amount of \$130,000 by an additional \$101,000 for a total of \$231,000 for medical

care center services during the 2024 West Hollywood Pride Celebration; 2) Extended the Agreement for Services for an additional six months through June 30, 2024; and 3) Authorized the City Manager or designee to execute all documents incident to this agreement. **Approved as part of the Consent Calendar.**

2.H. AMENDMENT NO. 2 TO THE AGREEMENT FOR SERVICES WITH ITERIS, INC. FOR ON-CALL ENGINEERING SERVICES [S. CAMPBELL, J. GILMOUR, R. GARLAND]:

SUBJECT: The City Council will consider amending the Agreement for Services with Iteris, Inc. for on-call engineering services to increase the not-to-exceed amount and extend the Agreement.

ACTIONS: 1) Approved Amendment No. 2 to the Agreement for Services with Iteris, Inc. to increase the amount of the agreement by \$300,000 for a total not-to-exceed amount of \$475,000 and extend the agreement to June 30, 2026; and 2) Authorized the City Manager or designee to execute documents incident to the Amendment. **Approved as part of the Consent Calendar.**

2.I. WEHO STORIES PROJECT [Y. QUARKER, A. LOVANO, J. DEL TORO, M. WATSON]:

SUBJECT: The City Council of the City of West Hollywood will consider authorizing the West Hollywood Library to use up to \$90,000 in set-aside funds to support WeHo Stories, a community project to document and digitally archive West Hollywood's oral history and supporting materials.

ACTION: Authorized the West Hollywood Library to use up to \$90,000 in set-aside funds to support WeHo Stories, a community project to document and digitally archive West Hollywood's oral history and supporting materials. **Approved as part of the Consent Calendar.**

2.J. (5.A.) METRO UPDATE AND AMENDMENT NO. 8 TO THE AGREEMENT FOR SERVICES WITH THE ROBERT GROUP FOR THE NEXT PHASE OF OUTREACH FOR THE NORTHERN EXTENSION OF THE METRO K LINE [N. MARICICH, F. CONTRERAS, D. FENN, P. PORTWOOD]:

SUBJECT: The City Council will receive an update on the Northern Extension of the Los Angeles County Metropolitan Transportation Authority (Metro) K Line (formerly known as the Crenshaw/LAX Line) and consider approving Amendment No. 8 to the Agreement for Services with The Robert Group. The update includes Metro's Outreach Summary Report, City-led community outreach, Rail Integration and Funding studies, related state legislative pursuits, and critical upcoming project milestones.

ACTIONS: 1) Received an update on the Northern Extension of the Metro K Line; and 2) Approved Amendment No. 8 to the Agreement for Services with the Robert Group increasing the Agreement amount by \$99,988.00 for a not-to-exceed amount of \$482,778.00 to conduct outreach for the Metro K Line project and related project milestones, including the

upcoming Environmental Impact Report (EIR). **Approved as part of the Consent Calendar.**

2.K. (6.B.) CONSTRUCTION AGREEMENT WITH FUSION DEVELOPMENT TO CONSTRUCT CIP 2403, WELCOME SIGNS IMPROVEMENT PHASE 2 AND AMENDMENT NO. 2 TO THE AGREEMENT FOR SERVICES WITH SELBERT PERKINS DESIGN FOR ENGINEERING SERVICES [S. CAMPBELL, J. GILMOUR]:

SUBJECT: The City Council will consider approval of a Construction Agreement with Fusion Development to construct CIP 2403, Welcome Signs Improvement Phase 2, and Amendment No. 2 to the Agreement for Services with Selbert Perkins Design for engineering services to extend the term of the Agreement.

ACTIONS: 1) Approved a Construction Agreement with Fusion Development in the amount of \$389,093.45 for the construction of CIP 2403, Welcome Signs Improvement Phase 2; 2) Authorized the City Engineer to approve Change Orders to the Construction Agreement in an amount not to exceed 20% (\$77,818.69) of the total Agreement amount; 3) Approved Amendment No. 2 to the Agreement for Services with Selbert Perkins Design to extend the term of the Agreement through June 30, 2028; 4) Authorized the City Manager or designee to execute documents incident to the Agreements; 5) Authorized the Director of Finance & Technology Services to allocate \$61,357.47 from Unallocated Reserves in the General Fund for construction of CIP 2403, Welcome Signs Improvement Phase 2, and related costs; and 6) Adopted Resolution No. 24-050: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE DESIGN AND PLANS FOR THE CONSTRUCTION OF CIP 2403, WELCOME SIGNS IMPROVEMENT PHASE 2, PURSUANT TO GOVERNMENT CODE SECTION 830.6". **Approved as part of the Consent Calendar.**

2.L. (6.C.) RESOLUTIONS REGARDING THE ADMINISTRATION OF THE GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, NOVEMBER 5, 2024 [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: The City Council will consider approving the necessary resolutions calling the General Municipal Election to be held on Tuesday, November 5, 2024.

ACTIONS: 1) Adopted Resolution No. 24-051: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD REQUESTING THE BOARD OF SUPERVISORS OF THE COUNTY OF LOS ANGELES TO ORDER THE CONSOLIDATION OF A GENERAL MUNICIPAL ELECTION TO BE HELD ON NOVEMBER 5, 2024 WITH THE STATEWIDE GENERAL ELECTION TO BE HELD IN THE COUNTY OF LOS ANGELES THE SAME DAY; TO AUTHORIZE THE BOARD OF SUPERVISORS OF THE COUNTY OF LOS ANGELES TO CANVASS THE RETURNS OF SAID GENERAL MUNICIPAL ELECTION; AND TO REQUEST THAT THE REGISTRAR-RECORDER/COUNTY CLERK OF

SAID COUNTY BE PERMITTED TO RENDER FULL SERVICES TO THE CITY OF WEST HOLLYWOOD RELATING TO THE CONDUCT OF SAID GENERAL MUNICIPAL ELECTION PURSUANT TO CALIFORNIA ELECTIONS CODE SECTION 10403”; and 2) Adopted Resolution No. 24-052: “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, ADOPTING REGULATIONS FOR CANDIDATES FOR ELECTIVE OFFICE PERTAINING TO CANDIDATES’ STATEMENTS SUBMITTED TO THE VOTERS AT AN ELECTION TO BE HELD ON TUESDAY, NOVEMBER 5, 2024”. **Approved as part of the Consent Calendar.**

2.M. (6.D.) APPROVAL OF A SALARY REVISION FOR ONE CLASSIFICATION, ADDING FIVE FULL-TIME EQUIVALENT POSITIONS, ELIMINATING ONE AND ONE-QUARTER FULL-TIME EQUIVALENT POSITIONS, AND THE FISCAL YEAR 2024-25 CITYWIDE SALARY SCHEDULE [D. WILSON, C. SAFRIET, M. LINDLEY, J. JIMENEZ, R. NAPPER, C. LEUNG]:

SUBJECT: The City Council will consider revising the salary of 1 classification, adding 5 new full-time equivalent (FTE) positions, eliminating 1.25 existing FTE positions, and approving the Fiscal Year 2024-25 Citywide Salary Schedule.

ACTIONS: 1) Approved the salary revision for the classification of Assistant City Clerk from 4280e to 4290e; 2) Approved adding 4 full-time equivalent positions starting Fiscal Year 2024-25: a. 1.0 Geographic Information Systems (GIS) Analyst, Information Technology Division, b. 1.0 Senior Planner, Current & Historic Preservation Planning Division, c. 1.0 Senior Plan Check Engineer, Building and Safety Division, d. 1.0 Recreation Specialist, Recreation Services Division; 3) Approved adding 1 following full-time equivalent position starting Fiscal Year 2025-26: a. 1.0 Arts Coordinator, Arts Division; 4) Approved eliminating 1.25 full-time equivalent positions in Fiscal Year 2024-25: a. 1.25 Recreation Leader I positions, Recreation Services Division; and 5) Approved the Fiscal Year 2024-25 Citywide Salary Schedule reflecting all City positions and associated salaries to meet the California Public Employees’ Retirement System requirements of Government Code § 20636(b)(1) and California Code of Regulations § 570.5. **Approved as part of the Consent Calendar.**

2.N. (6.E.) THE RAINBOW DISTRICT [J. ERICKSON, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:

SUBJECT: The City Council will direct staff to formally designate and define the City’s “Rainbow District” and perform community outreach with business owners in the Rainbow District to determine how the City can best support and encourage a thriving commercial district with LGBTQ+ nightlife establishments.

ACTIONS: 1) Directed staff to formally designate and define the City’s Rainbow District in the Municipal Code; 2) Directed staff to meet with

business owners in the Rainbow District to determine what measures the City can take to best support and encourage a thriving commercial district with LGBTQ+ nightlife establishments; and 3) Report back to the City Council with options for pilot programs or permanent code changes to support the Rainbow District. **Approved as part of the Consent Calendar.**

3. PUBLIC HEARINGS:

3.A. CONFIRMATION OF THE LEVY OF AN ASSESSMENT FOR THE SANTA MONICA BOULEVARD MAINTENANCE DISTRICT FOR FISCAL YEAR 2024-2025 PURSUANT TO THE PROVISIONS OF THE LANDSCAPE AND LIGHTING ACT OF 1972 [L. BIERY, T. COYNE, D. PURIFICACION, S. CAMPBELL, J. GILMOUR]:

SUBJECT: The City Council will conduct a public hearing and consider adopting a resolution confirming a diagram and the levy of assessments for the Santa Monica Boulevard Maintenance District for fiscal year 2024-2025.

Mayor Erickson opened the Public Hearing.

Assistant City Clerk Morales noted that the Public Hearing was noticed as required by law.

No members of the public came forward to speak.

The public hearing was closed.

ACTION: The City Council held a public hearing, considered all pertinent testimony; and adopted Resolution No. 24-046: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONFIRMING THE DIAGRAM AND ASSESSMENT FOR FISCAL YEAR 2024-2025 IN CONNECTION WITH THE SANTA MONICA BOULEVARD MAINTENANCE DISTRICT." **Motion by Councilmember Heilman, seconded by Vice Mayor Byers, and approved (5/0).**

3.B. ADOPTION OF A RESOLUTION CONFIRMING THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT AND LEVYING AN ASSESSMENT FOR THE 2024-2025 FISCAL YEAR [L. BIERY, T. COYNE, D. PURIFICACION]:

SUBJECT: The City Council will conduct a public hearing and consider adopting a resolution confirming the annual report submitted by the Advisory Board of the Sunset Strip Business Improvement District and levying the assessment for fiscal year 2024-2025.

Mayor Erickson opened the Public Hearing.

Assistant City Clerk Morales noted that this Public Hearing was noticed as required by law.

No members of the public came forward to speak.

The public hearing was closed.

ACTION: The City Council held the public hearing, considered all pertinent testimony, and since no majority protest was received, adopted Resolution No. 24-047 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONFIRMING THE REPORT OF THE ADVISORY BOARD AND LEVYING AN ASSESSMENT FOR FISCAL YEAR 2024-2025 IN CONNECTION WITH THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT." **Motion by Councilmember Heilman, seconded by Vice Mayor Byers, and approved (5/0).**

3.C. ADOPTION OF A RESOLUTION CONFIRMING THE WEST HOLLYWOOD DESIGN DISTRICT ANNUAL REPORT AND LEVYING AN ASSESSMENT FOR THE 2024-2025 FISCAL YEAR [L. BIERY, T. COYNE, D. PURIFICACION]:

SUBJECT: The City Council will conduct a public hearing and consider adopting a resolution confirming the annual report submitted by the Advisory Board of the West Hollywood Design District and levying the assessment for fiscal year 2024-2025.

Mayor Erickson opened the Public Hearing.

Assistant City Clerk Morales noted that this Public Hearing was noticed as required by law.

The following member of the public came forward to speak:

GREG RANG, LOS ANGELES, spoke in support of the Item.

The public hearing was closed.

ACTION: The City Council held the public hearing, considered all pertinent testimony, and since no majority protest was received, adopted Resolution No. 24-048: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONFIRMING THE REPORT OF THE ADVISORY BOARD TO THE WEST HOLLYWOOD DESIGN DISTRICT AND LEVYING AN ASSESSMENT FOR FISCAL YEAR 2024-2025 IN CONNECTION WITH THE WEST HOLLYWOOD DESIGN DISTRICT." **Motion by Councilmember Heilman, seconded by Vice Mayor Byers, and approved (5/0).**

3.D. MUNICIPAL CODE AND ZONE TEXT AMENDMENTS UPDATING THE COMMUNITY DEVELOPMENT DEPARTMENT NAME CHANGE AND MINOR ADMINISTRATIVE CHANGES [N. MARICICH, F. CONTRERAS, T. FARRIS, J. PARRISH]:

SUBJECT: The City Council will hold a public hearing to consider amendments to the West Hollywood Municipal Code to revise all references to “Planning and Development Services Department” and “Planning and Development Services Director” to “Community Development Department” and “Community Development Director,” as well as other administrative changes and clarifications in the City’s Municipal Code. This action is exempt from CEQA.

Mayor Erickson opened the Public Hearing.

Assistant City Clerk Morales noted that this Public Hearing was noticed as required by law.

No members of the public came forward to speak.

Councilmember Meister thanked staff for changing the name of the department back to Community Development, since the word “community” should be part of the name.

ACTION: Introduced on the first reading Ordinance No. 24-16: “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING AMENDMENTS TO TITLE 2, ADMINISTRATION AND PERSONNEL; TITLE 5, BUSINESS LICENSES, REGULATIONS AND PERMITS; TITLE 9 PUBLIC PEACE AND SAFETY; TITLE 13, BUILDINGS AND CONSTRUCTION; TITLE 17, RENT STABILIZATION; TITLE 19, ZONING ORDINANCE; AND TITLE 20, SUBDIVISION REGULATIONS OF THE WEST HOLLYWOOD MUNICIPAL CODE, TO CHANGE ALL REFERENCES TO THE PLANNING AND DEVELOPMENT SERVICES DEPARTMENT AND DIRECTOR TO THE COMMUNITY DEVELOPMENT DEPARTMENT AND DIRECTOR, AND OTHER MINOR ADMINISTRATIVE CHANGES, AND FINDING THE ACTION CATEGORICALLY EXEMPT FROM CEQA.”
Motion by Councilmember Heilman, seconded by Vice Mayor Byers, and approved (5/0).

3.E. REQUEST TO REPLACE A PREVIOUSLY APPROVED STATIC BILLBOARD WITH A NEW FULL-MOTION DIGITAL BILLBOARD ON THE PROPERTY LOCATED AT 8497-8499 SUNSET BOULEVARD [L. BIERY, B. LEAGUE, N. MARICICH, J. ALKIRE, J. DAVIS, R. ABRAMSON]:

SUBJECT: The proposal is to construct a new 2,525 square foot full-motion digital billboard on the new building currently being constructed at 8497-8499 Sunset Boulevard. The City Council will hold a public hearing

regarding the approval of Master Project (MP20-0026) including Sign Permit (BB21-0005), Addendum to the adopted Mitigated Negative Declaration for project, Zoning Map Amendment (ZMA20-0007) and Development Agreement (DA20-0009) for the construction and installation of the new full-motion digital billboard, which is a replacement for a static billboard previously approved with the development project. This project is subject to CEQA and an addendum to the project Mitigated Negative Declaration was prepared for the project.

Mayor Erickson opened the Public Hearing.

Assistant City Clerk Morales noted that this Public Hearing was noticed as required by law.

The City Council provided their disclosures.

Property Development Manager Brian League provided background information as outlined in the staff report dated June 10, 2024. Planning Manager Jennifer Alkire provided an overview of the environmental review for this project.

The applicant team consisting of Jeff Seymour, Damien Possidente (Architect), Jeff Appel, and Clay Collett (Orange Barrel Media) presented their project.

The following members of the public came forward to speak:

SUSY BARRAZA, LOS ANGELES, spoke in support of the Item.

RICH BAKER, LOS ANGELES, spoke in support of the Item.

MICHELLE GILLIAM, UNKNOWN, spoke in support of the Item.

CHRISTOPHER BRUCE MULLEN, WEST HOLLYWOOD, spoke in support of the Item.

TERENCE YANCEY, WEST HOLLYWOOD, spoke in support of the Item.

ANN LESLIE UZDAVINIS, WEST HOLLYWOOD, spoke in opposition of the Item and requested that the Item be Tabled.

NIK ROYBAL, WEST HOLLYWOOD, spoke in opposition of the Item.

The applicant team did not provide a rebuttal.

The Public Testimony portion of the Public Hearing was closed.

Mayor Erickson spoke in support of the Item. He spoke about 3D billboards and noted that he is not concerned with the lighting from this project.

Councilmember Heilman thanked everyone who came out to speak this evening. He supports the proposed billboard. He does have some concerns about safety. He recommended including language in the Development Agreement that provides for a reopener if there are reported safety issues to allow the City Council to make amendments.

Councilmember Meister commented that the billboard is a beautiful architectural feature to the building. She has concerns about the public benefits included in the Development Agreement and does not agree with a discount on the City's percentage of revenue. She shared that there is nothing in the billboard policy that addresses 3D billboards, nor is it defined in the Development Agreement. She also expressed concerns about safety. She indicated that she could not support the Item.

Councilmember Shyne thanked the members of the public who came out to speak. She agrees with including a reopener in the Development Agreement should safety concerns arise. She expressed concern with the discount on the percentage of revenue that the City is receiving for this billboard and inquired why the percentage is different for this billboard project. Mr. League responded to this inquiry. She indicated that she is supportive of this project.

Vice Mayor Byers thanked staff, the applicant team, and members of the public who came out to speak. She agrees that there are safety improvements needed. She doesn't necessarily agree with a revision to the Development Agreement to allow for a reopener. She supports the Item.

City Attorney Langer read into the record the following: Adding Section 8.29, "Notwithstanding anything herein the parties agree to meet in good faith and negotiate appropriate amendments in the event of documented safety problems in the intersection that result from the 3D billboard. The parties agree to reopen if safety problems result from the billboard." Mayor Erickson inquired if the applicant team agrees to the proposed changes to the Development Agreement and they confirmed that they agree with the changes read into the record.

ACTIONS: 1) Introduced on first reading Ordinance No. 24-17: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A DEVELOPMENT AGREEMENT IN CONJUNCTION WITH REPLACING A PREVIOUSLY APPROVED STATIC BILLBOARD WITH A NEW FULL-MOTION DIGITAL BILLBOARD AT 8497 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA"

with changes read into the record adding Section 8.29 to the Development Agreement; 2) Introduced on first reading Ordinance No. 24-18: “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A ZONING MAP AMENDMENT IN CONJUNCTION WITH REPLACING A PREVIOUSLY APPROVED STATIC BILLBOARD WITH A NEW FULL-MOTION DIGITAL BILLBOARD AT 8497-8499 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA;” and 3) Approved the applications requested by adopting Resolution No. 24-049: “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A SIGN PERMIT AND MITIGATED NEGATIVE DECLARATION ADDENDUM IN CONJUNCTION WITH REPLACING A PREVIOUSLY APPROVED STATIC BILLBOARD WITH A NEW FULL-MOTION DIGITAL BILLBOARD AT 8497-8499 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.” **Motion by Councilmember Heilman, seconded by Vice Mayor Byers, and approved noting the “no” vote of Councilmember Meister (4/1).**

***The City Council took a recess from 7:52 p.m. to 8:02 p.m.*

4. **LEGISLATIVE:** None.

5. **UNFINISHED BUSINESS:**

5.A. **METRO UPDATE AND AMENDMENT NO. 8 TO THE AGREEMENT FOR SERVICES WITH THE ROBERT GROUP FOR THE NEXT PHASE OF OUTREACH FOR THE NORTHERN EXTENSION OF THE METRO K LINE [N. MARICICH, F. CONTRERAS, D. FENN, P. PORTWOOD]:**

SUBJECT: The City Council will receive an update on the Northern Extension of the Los Angeles County Metropolitan Transportation Authority (Metro) K Line (formerly known as the Crenshaw/LAX Line) and consider approving Amendment No. 8 to the Agreement for Services with The Robert Group. The update includes Metro’s Outreach Summary Report, City-led community outreach, Rail Integration and Funding studies, related state legislative pursuits, and critical upcoming project milestones.

ACTION: This Item was moved to the Consent Calendar. A brief presentation was provided during the City Manager’s Report.

6. **NEW BUSINESS:**

6.A. **AGREEMENT FOR SERVICES WITH TENNACITY, LLC. FOR PICKLEBALL AND TENNIS CONCESSION OPERATIONS AND SERVICES [Y. QUARKER, S. MARTINEZ, M. GASCA, D. ALHADDAD]:**

SUBJECT: The City Council will consider approving an Agreement for Services with Tennacity, LLC. for the Pickleball and Tennis Concession Operations and Services.

Recreation Services Manager Stephanie Martinez provided background information as outlined in the staff report dated June 10, 2024.

The following members of the public came forward to speak:

KALI ROGERS, WEST HOLLYWOOD, spoke regarding the process for selecting the vendor and lack of outreach to the Pickleball community. She opposes awarding a contract to this vendor.

TERESA CHENG, WEST HOLLYWOOD, spoke in support of awarding a contract to Tennacity and compared Tennacity with the City of Beverly Hills' program.

CAROLYN COHEN, WEST HOLLYWOOD, spoke in support of awarding a contract to Tennacity, and the 200 community members who signed a petition in support of Tennacity. She enumerated the reasons for her support of Tennacity.

ANDREW SOLOMON, WEST HOLLYWOOD, spoke in opposition to awarding a contract to Tennacity. He spoke about the complaints received by the Public Facilities, Recreation, and Infrastructure Commission.

JOSH OSSWALD, CEO OF TENNACITY, expressed his gratitude to the City and community and shared Tennacity's core values.

NICOLE PAYTON, WEST HOLLYWOOD, spoke regarding the lack of community outreach.

BORIS KODJOE, UNKNOWN, spoke regarding the effect Tennacity on a young tennis player.

DAVID FLATE, LOS ANGELES, spoke regarding his support of Josh Osswald and Tennacity. He notes that he has no complaints.

DAMU BOBB, WEST HOLLYWOOD, spoke regarding his support of Josh Osswald and Tennacity.

MAX OSSWALD, on behalf of Tennacity, spoke regarding the challenges when Tennacity took over the tennis concessionaire contract at the beginning of the pandemic, especially with the explosion of pickleball and the changes in the programming that required.

Councilmember Meister inquired about the feedback staff has received at the Public Facilities, Recreation, and Infrastructure Commission (PFC). Ms. Martinez responded. She spoke regarding previous providers. She

recommended a standing agenda item on the PFC agenda and approving Tennacity's contract.

Councilmember Shyne thanked everyone who came out to speak, staff, and the PFC. She does not support the item in its current iteration. She indicated that this is under the PFC's purview and doesn't understand why they weren't part of the process. She requested that staff conduct community engagement and possibly extend the current contract for three to six months during that time.

Councilmember Meister inquired if the PFC has purview to approve contracts. City Clerk Crowder clarified that reviewing RFP's and selecting vendors is not part of the PFC's purview.

Mayor Erickson mentioned that a quorum of the PFC Commissioners have commented on this item; therefore, the item cannot go back to the PFC. City Attorney Langer commented that the PFC should hear complaints and include this topic as an agenda item on the PFC agenda moving forward. For this RFP, the PFC Commissioners have provided their opinion; therefore, it is not appropriate for the item to be remanded back to them.

Councilmember Heilman inquired with staff about the new agreement and the quarterly customer satisfaction reports. Recreation Supervisor Michael Gasca and Ms. Martinez responded. He also inquired about the condition of the nets and courts. Ms. Martinez responded. He shared his experience with the various tennis concessionaires. He spoke about the process that was used to evaluate the proposals. He agrees that there needs to be a regular forum for feedback on the tennis/pickleball concessionaire.

Vice Mayor Byers inquired about the quarterly feedback and if it was new or part of the current contract. She mentioned the explosion of pickleball. She noted that the pickleball community does not feel heard.

Mayor Erickson spoke about the condition of the facilities. Mr. Gasca responded. He recommended extending the contract through December 31, 2024 and for the community to be involved in the process.

Councilmember Heilman expressed concern and inquired what is expected in the six-month extension.

Councilmember Shyne supports a six-month extension to receive community feedback.

Mayor Erickson restated the motion on the floor: extend the existing contract for six months (December 31, 2024), direct staff and Tennacity to

engage the community and receive feedback, and return to Council in December.

ACTIONS: 1) Extended the existing contract with Tennacity for six months; 2) Authorized the City Manager or designee to execute all documents incident to the Amendment; 3) Directed staff and Tennacity to engage the community and receive feedback; 4) Add a standing item on the Public Facilities, Recreation, and Infrastructure Commission agenda that allows for feedback on the tennis/pickleball operations; and 5) Return to the City Council in December. **Motion by Councilmember Heilman, seconded by Vice Mayor Byers, and approved (5/0).**

6.B. CONSTRUCTION AGREEMENT WITH FUSION DEVELOPMENT TO CONSTRUCT CIP 2403, WELCOME SIGNS IMPROVEMENT PHASE 2 AND AMENDMENT NO. 2 TO THE AGREEMENT FOR SERVICES WITH SELBERT PERKINS DESIGN FOR ENGINEERING SERVICES [S. CAMPBELL, J. GILMOUR]:

SUBJECT: The City Council will consider approval of a Construction Agreement with Fusion Development to construct CIP 2403, Welcome Signs Improvement Phase 2, and Amendment No. 2 to the Agreement for Services with Selbert Perkins Design for engineering services to extend the term of the Agreement.

ACTION: This Item was moved to the Consent Calendar.

6.C. RESOLUTIONS REGARDING THE ADMINISTRATION OF THE GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, NOVEMBER 5, 2024 [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: The City Council will consider approving the necessary resolutions calling the General Municipal Election to be held on Tuesday, November 5, 2024.

ACTION: This Item was moved to the Consent Calendar.

6.D. APPROVAL OF A SALARY REVISION FOR ONE CLASSIFICATION, ADDING FIVE FULL-TIME EQUIVALENT POSITIONS, ELIMINATING ONE AND ONE-QUARTER FULL-TIME EQUIVALENT POSITIONS, AND THE FISCAL YEAR 2024-25 CITYWIDE SALARY SCHEDULE [D. WILSON, C. SAFRIET, M. LINDLEY, J. JIMENEZ, R. NAPPER, C. LEUNG]:

SUBJECT: The City Council will consider revising the salary of 1 classification, adding 5 new full-time equivalent (FTE) positions, eliminating 1.25 existing FTE positions, and approving the Fiscal Year 2024-25 Citywide Salary Schedule.

ACTION: This Item was moved to the Consent Calendar.

6.E. THE RAINBOW DISTRICT [J. ERICKSON, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:

SUBJECT: The City Council will direct staff to formally designate and define the City's "Rainbow District" and perform community outreach with business owners in the Rainbow District to determine how the City can best support and encourage a thriving commercial district with LGBTQ+ nightlife establishments.

ACTION: This Item was moved to the Consent Calendar.

6.F. EXPANSION OF THE LOCAL CURRENT BAN ON THE RETAIL SALES OF DOGS AND CATS TO INCLUDE OTHER ANIMAL SPECIES [C. BYERS, Y. QUARKER, A. LOVANO, H. MOLINA]:

SUBJECT: The City Council will consider directing the City Attorney to research the feasibility of expanding the current ban on retail sales of dogs and cats in West Hollywood to add other animal species to the list.

Vice Mayor Byers provided background information as outlined in the staff report dated June 10, 2024.

The following member of the public came forward to speak:

JACOB SHAW, on behalf of PETA, spoke in support of the item.

LIZ CABRERA HOLTZ, on behalf of World Animal Protection, spoke in support of the item.

Councilmember Heilman inquired if we reached out to the one pet store in the City that would be subject to the proposed ordinance if it were approved. Vice Mayor Byers responded.

Councilmember Meister commented that we only have Petco. She further commented that when she was approached about this item, she asked why they weren't asking the County of Los Angeles to adopt something similar which would have a bigger impact, as opposed to the one West Hollywood pet store. Vice Mayor Byers responded.

ACTIONS: 1) Directed the City Attorney to research and analyze the feasibility of expanding the current ban on the retail sales of dogs and cats in West Hollywood to add additional animal species to the current ban; and 2) If the research determines that the ordinance is appropriate and defensible, the City Attorney shall return to the City Council with the results of the analysis and recommendations for further consideration.
Motion by Vice Mayor Byers, seconded by Councilmember Shyne, and approved (5/0).

EXCLUDED CONSENT CALENDAR: None.

PUBLIC COMMENT: None.

City Council Minutes
Monday, June 10, 2024
Page 18

COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:

Councilmember Heilman thanked everyone for Pride.

Councilmember Meister reported her attendance at the District 41 SCAG Energy and Environment Committee and Regional Council. She thanked staff for their love and support these last few weeks. She also thanked the community for their support.

Councilmember Shyne offered her condolences to Councilmember Meister. She also gave her condolences to Commissioner Amber Whittington. She thanked everyone for Pride and reported her attendance at various WeHo Pride events. She spoke about her experience on the City Council Pride Subcommittee and looks forward to participating as a community member next year. Finally, she provided feedback for future WeHo Pride weekends.

Mayor Erickson provided his attendance at various City events. He testified at the Senate Local Government Hearing for AB 761 in Sacramento. He reported his attendance at the Contract Cities Executive Board meeting and the Clean Power Alliance Board of Directors meeting. He thanked his colleagues for their support on his items. He also spoke about Pride weekend, and the events he attended over the weekend. He offered his condolences to Councilmember Meister and Commissioner Amber Whittington.

Vice Mayor Byers reported her attendance at the Clean Power Alliance Energy Planning Committee meeting, the Los Angeles County Affordable Housing Solutions Agency meeting, and the California Cities LA County Division Board meeting. She swore in her new appointee to the Transgender Advisory Board and thanked her previous appointee. She thanked everyone for Pride Weekend.

ADJOURNMENT: The City Council adjourned at 9:34 P.M. in memory of Arthur Whittington, Reverend James Lawson, Marty Meister, Sakae “Jimmy” Sueyoshi to its next regular meeting, which will be on Monday, June 24, 2024, at 6:00 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

City Council Minutes
Monday, June 10, 2024
Page 19

PASSED, APPROVED, AND ADOPTED by the City Council of the City of West Hollywood at an adjourned regular meeting held this 24th day of June, 2024 by the following vote:

AYES:	Councilmember:	Heilman, Meister, Shyne, Vice Mayor Byers, and Mayor Erickson.
NOES:	Councilmember:	None.
ABSENT:	Councilmember:	None.
ABSTAIN:	Councilmember:	None.

DocuSigned by:
JOHN ERICKSON

JOHN M. ERICKSON, MAYOR

ATTEST:

DocuSigned by:
Loudes Morales

LULU MORALES, ACTING CITY CLERK