

**BUSINESS LICENSE COMMISSION  
CITY OF WEST HOLLYWOOD  
MINUTES  
TUESDAY, OCTOBER 1, 2024  
WEST HOLLYWOOD PUBLIC MEETING ROOM - COUNCIL CHAMBERS  
625 N. SAN VICENTE BOULEVARD**

**6:00 PM – REGULAR MEETING**

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**1. CALL TO ORDER**

Chair Yusupov called the meeting to order at 6:01 P.M

**2. PLEDGE OF ALLEGIANCE**

Commissioner Eisenberg led the Pledge of Allegiance.

**3. ROLL CALL**

PRESENT: Commissioner Barry  
Commissioner Hang  
Commissioner Eisenberg  
Commissioner Vulin  
Vice-Chair Eng  
Chair Yusupov

ABSENT: Commissioner Cockeram

ALSO PRESENT: Community Safety Director, Danny Rivas  
Neighborhood and Business Safety Manager, Vyto Adomaitis  
Code Enforcement Supervisor, Yessica Benitez  
Deputy City Attorney, Scott Shapses  
Commission Secretary, Falyn Kingi  
Los Angeles County Sheriff's Sgt. Duron

**4. APPROVAL OF AGENDA**

Approve the Business License Commission agenda of Tuesday, October 1, 2024.

**ACTION:** Approve the agenda of Tuesday, October 1, 2024

**Motion by Commissioner Vulin, seconded by Commissioner Barry, and approved.**

**5. APPROVAL OF MINUTES**

**ACTION:** Approve the minutes of Tuesday, September 10, 2024.

Commissioner Hang abstained from voting on approval of minutes.

**Motion by Commissioner Vulin, seconded by Vice Chair Eng and approved.**

**6. PUBLIC COMMENT**

None.

## 7. PUBLIC HEARING

### A. AN APPLICATION BY BEACHES TROPICANA, LOCATED AT 8911 SANTA MONICA BOULEVARD, FOR AN EXTENDED HOUR BUSINESS LICENSE TO OPERATE UNTIL 4:00 A.M. ON SATURDAYS AND SUNDAYS

*SUBJECT:* The West Hollywood Business License Commission shall conduct a public hearing to consider the application for an Extended Hour Business License to operate until 4:00 a.m. on Saturdays and Sundays, for a nightclub known as Beaches Tropicana, located at 8911 Santa Monica Boulevard.

Commission Secretary, Falyn Kingi, informed the Commission that the public hearing was posted as required by law.

Code Enforcement Supervisor, Yessica Benitez, provided background information as reflected in the staff report dated October 1, 2024.

Commissioner Barry inquired about crime statistics specifically with pick pocketing. Los Angeles County Sheriff's Sgt. Duron, responded.

Commissioner Hang asked for confirmation whether condition #8 of the resolution applies to other similar extended hours establishments in the City. Code Enforcement Supervisor, Yessica Benitez, responded.

Chair Yusupov requested further clarification on imposing fees on the license holder and expressed concerns about condition #8. Code Enforcement Supervisor, Yessica Benitez, and Community Safety Director, Danny Rivas, responded, providing examples and explaining that the same conditions had been applied to the previous business, Heart WeHo.

PAUL NICHOLS, APPLICANT, expressed gratitude to the Commission on behalf of the former business, Heart WeHo, for allowing them to operate successfully with an Extended Hours Business License. He spoke about the importance of community-engaged businesses, collaborations with the West Hollywood Sheriff's Department, upcoming food and drink offerings, security training, and his ongoing commitment to serving the community.

JACOB SHAW, APPLICANT, emphasized the importance of the Extended Hour Business License as a key component of their business plan. He also expressed concerns regarding condition #8 discussed by the Commission.

PAUL NICHOLS, APPLICANT, further assured that the business would never hesitate to seek assistance during an emergency due to condition #8, and thanked staff for providing clarity.

Commissioner Barry asked for clarification on the specific concerns the applicants had regarding condition #8. PAUL NICHOLS and JACOB SHAW, APPLICANTS, shared their thoughts. Neighborhood & Business Safety Manager, Vyto Adomaitis, and Code Enforcement Supervisor, Yessica Benitez further explained the rationale behind the condition, how it would be enforced, and emphasized that it is a standard requirement for all Extended Hour Business Licenses.

The Commission continued its discussion regarding the business' operations, community involvement, and security. PAUL NICHOLS and JACOB SHAW, APPLICANTS, responded accordingly.

TYUS BERRY, WEST HOLLYWOOD, spoke in support of item 7A.

ARMANDO RIVERA-FIGUEROA, WEST HOLLYWOOD, spoke in support of item 7A.

BEAU BYRON, WEST HOLLYWOOD, spoke in support of item 7A.

BOBBY TRENDY, WEST HOLLYWOOD, spoke in support of item 7A.

ROBERT HAWTHORNE, WEST HOLLYWOOD, spoke in support of item 7A.

STEPHEN CLARKE, WEST HOLLYWOOD, spoke in support of item 7A.

CECILIA LOREN, WEST HOLLYWOOD, spoke in support of item 7A.

Chair Yusupov closed the public hearing portion of the public hearing.

Commissioner Eisenberg inquired on a previous request of staff to get clarification from City Council if there would be a limit on the number of Extended Hour Business Licenses. Neighborhood and Business Safety Manager, Vyto Adomaitis, explained that staff is operating under the existing code regulations, which allows applicants to apply for an Extended Hour permit.

The Commission continued its discussion with Community Safety Director, Danny Rivas, on condition #8, covering topics such fee-related matters being beyond the Business License Commission's authority, fee recovery methods, the administrative hearing process, public hearing fees. They also encouraged the business to consider water conservation. Additionally, the Commission expressed their support for staff's recommendation.

**ACTION:** Adopt Resolution No. BLC24-0006, "A RESOLUTION OF THE BUSINESS LICENSE COMMISSION OF THE CITY OF WEST HOLLYWOOD APPROVING EXTENDED HOUR BUSINESS LICENSE NO. EXT-004737 TO ALLOW HOURS OF OPERATION OF A NIGHTCLUB TO BE EXTENDED UNTIL 4:00 A.M. ON SATURDAYS AND SUNDAYS FOR THE BUSINESS KNOWN AS BEACHES TROPICANA LOCATED AT 8911 SANTA MONICA BOULEVARD."  
**Motion by Commissioner Vulin, seconded by Commissioner Barry, and approved.**

**8. UNFINISHED BUSINESS**

None.

**9. NEW BUSINESS**

None.

**10. ITEMS FROM STAFF**

Neighborhood and Business Safety Manager, Vyto Adomaitis, updated the Commission on preparations for this year's Halloween event, including the deadlines for Special Event permits and Temporary Food Peddler Business License applications. Furthermore, also provided an update about the recent approval by the Governor of AB 1775, which allows the preparation and sale of non-cannabis food or beverage products by cannabis businesses. Lastly, staff shared that the next Commission meeting will be Wednesday, November 13.

**11. PUBLIC COMMENT**

None.

**12. ITEMS FROM COMMISSIONERS**

Commissioner Barry wanted to celebrate former President Jimmy Carter's 100th birthday and the many positive things and contributions he has made during his life. No other comments were made by the Commissioners.

**13. ADJOURNMENT**

The West Hollywood Business License Commission adjourned at 7:30 P.M. to its next adjourned meeting scheduled for Wednesday, November 13, 2024, at 6:00 P.M. at West Hollywood Public Meeting Room – Council Chambers, 625 N. San Vicente Boulevard, West Hollywood, CA 90069

PASSED, APPROVED, AND ADOPTED by the Business License Commission of the City of West Hollywood at a meeting held this 7<sup>th</sup> day of January 7, 2025.

DocuSigned by:

*Mark Yusupov*

MARK YUSUPOV, CHAIR

ATTEST:

*Falyn Kingi*

FALYN KINGI, COMMISSION SECRETARY