

**BUSINESS LICENSE COMMISSION
CITY OF WEST HOLLYWOOD
MINUTES
TUESDAY, JANUARY 7, 2025
WEST HOLLYWOOD PUBLIC MEETING ROOM - COUNCIL CHAMBERS
625 N. SAN VICENTE BOULEVARD

6:00 PM – REGULAR MEETING**

1. CALL TO ORDER

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

2. PLEDGE OF ALLEGIANCE

Commissioner Barry led the Pledge of Allegiance.

3. ROLL CALL

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

ABSENT: None

ALSO PRESENT: Neighborhood & Business Safety Manager, Vyto Adomaitis
Code Enforcement Supervisor, Yessica Benitez
Deputy City Attorney, Scott Shapses
Commission Secretary, Falyn Kingi

4. APPROVAL OF AGENDA

Approve the Business License Commission agenda of Tuesday, January 7, 2025.

ACTION: Approve the agenda for Tuesday, January 7, 2025.

Motion by Commissioner Eisenberg, seconded by Commissioner Vulin, and approved.

5. APPROVAL OF MINUTES

ACTION: Approve the minutes of Tuesday, October 1, 2024.

Commissioner Hang abstained from voting on approval of minutes.

Motion by Commissioner Vulin, seconded by Commissioner Eisenberg and approved.

6. PUBLIC COMMENT

None.

7. PUBLIC HEARING

A. AN APPLICATION BY PLEASUREMED LLC TO MODIFY THE APPROVED CANNABIS CONSUMPTION AREA (SMOKING, VAPING AND EDIBLES) BUSINESS LICENSE, LOCATED AT 7715 SANTA MONICA BOULEVARD

SUBJECT: The West Hollywood Business License Commission shall conduct a public hearing to consider the application by PleasureMed LLC to modify their approved Cannabis Consumption Area (Smoking, Vaping and Edibles) Business License to relocate and reduce in size the existing consumption lounge from the second floor to first floor within the existing two-story commercial building, located at 7715 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 January 7, 2025.

Chair Yusupov inquired about the permitting process for any changes to the HVAC system. Code Enforcement Supervisor, Yessica Benitez, responded.

BRIAN ROBINSON, APPLICANT, who provided an overview of their business operations and why they are relocating and reducing in size the cannabis consumption area lounge within the existing two-story commercial building.

The Commission sought clarification on the proposed layout changes involving the restaurants and consumption area, asked about ADA compliance, and inquired about the economic challenges prompting the decision to downsize the consumption area. BRIAN ROBINSON, APPLICANT, responded.

SCOTT SCHMIDT, WEST HOLLYWOOD, spoke in support of item 7.A.

Vice Chair Eng spoke about the challenges faced by the cannabis industry, including competition from the unregulated market and financial restrictions like the inability to deduct normal business expenses. She expressed support for the proposed changes, appreciation for the industry's efforts, and optimism for the business' success.

Commissioner Barry spoke in support of the item.

Commissioner Eisenberg recognized the challenges faced by the business and the heightened competition. She noted the restaurant's primarily local customer base and the lower-than-anticipated cannabis tourism in West Hollywood. She concluded by expressing support for the staff recommendation, with the hope that it would boost activity at the business.

ACTION: Adopted Resolution No. BLC25-0001, "A RESOLUTION OF THE BUSINESS LICENSE COMMISSION OF THE CITY OF WEST HOLLYWOOD APPROVING A MODIFICATION TO THE CANNABIS CONSUMPTION AREA (SMOKING, VAPING AND EDIBLES) BUSINESS LICENSE NO. CCA-000001 FOR THE BUSINESS KNOWN AS PLEASUREMED LLC, LOCATED AT 7715 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, informed the Commission that the next meeting is scheduled for Tuesday, February 4, 2025, at 6:00 P.M.

11. PUBLIC COMMENT

None.

12. ITEMS FROM COMMISSIONERS

Commissioner Barry acknowledged and congratulated former Commissioner Danny Hang on his appointment to the City Council.

Vice Chair Eng mentioned the ceremony for incoming Mayor Chelsea Byers and Vice Mayor Heilman next Monday, and the upcoming Martin Luther King Jr. holiday on January 20, and extended congratulations to former Commissioner Danny Hang on his election as Councilmember.

Commissioner Barry acknowledged and congratulated former Commissioner Danny Hang on his appointment to the City Council.

Commissioner Cockeram expressed gratitude to City staff for their work and acknowledged that while the start of the year may seem calm, events like Pride are quickly approaching. He mentioned receiving an email comment regarding the evening's item, where the sender requested a "no" vote. He then emphasized that, although the vote was unanimous in favor, public input is always valued and encouraged. Lastly, he reassured the community that all voices are heard, even if the outcome doesn't align with individual opinions, and urged continued engagement in the process.

Commissioner Eisenberg wished everyone a Happy New Year, congratulated former Commissioner Danny Hang on his appointment to the City Council.

Chair Yusupov wished everyone a Happy New Year, encouraged everyone to stay safe during the ongoing fire season, which is impacting the region. He congratulated former Commissioner Danny Hang on his election to the City Council.

13. ADJOURNMENT

The West Hollywood Business License Commission adjourned at 6:39 P.M. to its next adjourned meeting scheduled for Tuesday, February 4, 2025, 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 on this 11th day of February 2025.

DocuSigned by:

Mark Yusupov

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MARK YUSUPOV, CHAIR

ATTEST:

Falyn Kingi

FALYN KINGI, COMMISSION SECRETARY