

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
TUESDAY, FEBRUARY 18, 2025
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM
COUNCIL CHAMBERS
625 N. SAN VICENTE BOULEVARD**

6:00 P.M. – ADJOURNED REGULAR MEETING

CALL TO ORDER: Mayor Byers called the meeting to order at 6:05 p.m.

PLEDGE OF ALLEGIANCE: Ari Strashnoy led the Pledge of Allegiance.

ROLL CALL:

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

ALSO PRESENT: City Manager David Wilson, City Attorney Lauren Langer, Administrative Services Director Janet Jimenez, and City Clerk Melissa Crowder.

REPORT OF CLOSED SESSION AGENDA:

City Attorney Lauren Langer reported that the City Council convened the Closed Session at 5:30 p.m. and no members of the public spoke under Public Comment, but written comments were submitted. She noted that the City Council discussed the one (1) item of business listed on the posted agenda and took no reportable action. The Closed Session concluded at 6:00 p.m.

APPROVAL OF AGENDA:

City Clerk Crowder indicated that staff was requesting to continue Public Hearing Item C.1. to a date uncertain as indicated on the posted agenda.

Councilmember Erickson requested that Items F.2., F.3., F.4., and F.7. be moved to the Consent Calendar at Items B.17., B.18., B.19., and B.21., respectively.

Vice Mayor Heilman requested that Item F.5. be moved to the Consent Calendar as Item B.20.

Motion by Vice Mayor Heilman, seconded by Councilmember Erickson, and approved (5/0).

LEVINE ACT DISCLOSURES: None.

ADJOURNMENT MOTIONS:

Councilmember Erickson requested that the meeting be adjourned in memory of Mohsin Hendrix and Robert Weemer II.

Mayor Byers requested that the meeting be adjourned in memory of Donald Shoup, Tahiry Broom, and Sam Nordquist.

PRESENTATIONS:

Mayor Byers presented a Certificate to Ari Strashnoy for leading the Pledge of Allegiance.

Mayor Byers presented a Proclamation to the American Heart Association in recognition of American Heart Month.

PUBLIC COMMENT:

JONATHAN WILSON, WEST HOLLYWOOD, spoke in support of Item F.4. and thanked the City Council for their support.

CHRISTOPHER KLAPP, LOS ANGELES, on behalf of the West Hollywood Design District, thanked the City Council for their support on Item F.3.

GENEVIEVE MORRILL, LOS ANGELES, on behalf of the West Hollywood Chamber of Commerce, thanked the City Council for their support on Items F.2. and F.3. She also spoke on the WeHo Gives Back campaign.

GREG RANG, LOS ANGELES, on behalf of the West Hollywood Design District, thanked the City Council for their support on Items B.11. & F.3.

CRAIG WILLIAMS, WEST HOLLYWOOD, spoke in support of Item F.4. and thanked the City Council for their support.

TOD HALLMAN, WEST HOLLYWOOD, spoke in support of Item F.4. and thanked the City Council for their support.

SARAH ADOLPHSON, WEST HOLLYWOOD, spoke on behalf of the HUMAN SERVICES COMMISSION and provided information surrounding Cervical Cancer Awareness.

DAVID NASH, WEST HOLLYWOOD, invited the City Council to his art show at Block Party and shared his appreciation for City Staff at the West Hollywood Aquatic & Recreation Center.

TONY SOLANO, LOS ANGELES, spoke about an upcoming blood drive being hosted by Beaches Tropicana, in conjunction with UCLA.

MICHAEL NUTTALL, WEST HOLLYWOOD, spoke about his trash collection efforts throughout the City and protecting Transgender rights.

ANNIE JUMP VICENTE, WEST HOLLYWOOD, spoke about Transgender rights and West Hollywood being a sanctuary City for the Transgender community.

STEVE MARTIN, WEST HOLLYWOOD, spoke about Transgender rights.

CITY MANAGER'S REPORT:

City Manager Wilson wished everyone a Happy Black History Month. He and Equity & Inclusion Officer Jamaica Carter provided the City Council with an update on the City's Diversity, Equity, Inclusion, and Accessibility efforts.

City Manager Wilson also shared that on February 26th, WeHo Reads will host an online discussion entitled, "WeHo Reads: Power and Progress during Black History Month." For more information, the community may visit www.weho.org/wehoreads.

FISCAL IMPACT ON CONSENT CALENDAR:

City Clerk Crowder stated that the Fiscal Impact on the Consent Calendar with the addition of Items F.2., F.3., F.4., F.5., and F.7. was \$950,968 in expenditures, \$102,750 in revenues, and (\$44,584) in waived fees.

B. CONSENT CALENDAR:

B.1.,2.,3.,4.,5.,6.,7.,8.,9.,10.,11.,12.,13.,14.,15.,16.,17., 18., 19., 20., 21. Motion by Vice Mayor Heilman, seconded by Councilmember Meister, and approved (5/0).

B.1. POSTING OF AGENDA [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: The agenda for the meeting of Tuesday, February 18, 2025, was posted at City Hall, Plummer Park, the West Hollywood Library, and the Aquatics & Recreation Center (ARC) on Wednesday, February 12, 2025.

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

B.2. APPROVAL OF MINUTES [J. JIMENEZ, M. CROWDER, L. MORALES]:

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

ACTION: Approved the meeting minutes of February 3, 2025. **Approved as part of the Consent Calendar.**

B.3. APPROVAL OF DEMAND REGISTER NO. 964 [L. QUIJANO, K. BARENG, S. STEPHENS]:

SUBJECT: The City Council shall receive the Demand Register for period ending February 7, 2025 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.

ACTION: Approved Demand Register No. 964 and Adopted Resolution No. 25-011: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST

HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 964". **Approved as part of the Consent Calendar.**

B.4. CLAIMS ADMINISTRATION [J. JIMENEZ, M. CROWDER, Y. ZHOSAN]:

SUBJECT: The City Council is receiving notification that the City's third-party administrator Carl Warren & Co. has denied three (3) Claims for Damages from Alan Dunn, Elliott Dunn, and Patricia Dunn.

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

B.5. ADOPT ORDINANCE NO. 25-03 (2ND READING): "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, AMENDING SECTIONS 15.16.030, 15.28.010, 15.36.030, 15.36.040, 15.36.080, 15.40.010, 15.40.030 AND 15.40.040 OF TITLE 15 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO REMOVE THE PERMIT REQUIREMENT FOR THE SELF-HAULING OF SOLID WASTE AND CLARIFY TERMINOLOGY APPLICABLE TO RESIDENTS FOR SOLID WASTE SERVICES" [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 25-03, amending Sections 15.16.030, 15.28.010, 15.36.030, 15.36.040, 15.36.080, 15.40.010, 15.40.030 and 15.40.040 of Title 15 of the West Hollywood Municipal Code to remove the permit requirement for the self-hauling of solid waste and clarifying terminology applicable to the residents for solid waste services.

ACTION: Waived further reading and adopted Ordinance No. 25-03: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, AMENDING SECTIONS 15.16.030, 15.28.010, 15.36.030, 15.36.040, 15.36.080, 15.40.010, 15.40.030 AND 15.40.040 OF TITLE 15 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO REMOVE THE PERMIT REQUIREMENT FOR THE SELF-HAULING OF SOLID WASTE AND CLARIFY TERMINOLOGY APPLICABLE TO RESIDENTS FOR SOLID WASTE SERVICES." **Approved as part of the Consent Calendar.**

B.6. ADOPT ORDINANCE NO. 25-04 (2ND READING): "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER 19.36 OF THE CITY OF WEST HOLLYWOOD MUNICIPAL CODE REGULATING ACCESSORY DWELLING UNITS AND, JUNIOR ACCESSORY DWELLING UNITS AND FINDING THE ACTION TO BE STATUTORILY EXEMPT FROM CEQA UNDER PUBLIC RESOURCES CODE §21080.17 AND SECTION 15061(B)(3) OF THE STATE CEQA GUIDELINES" [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 25-04, amending Chapter 19.36 of the City of West Hollywood Municipal Code regulating accessory dwelling units and junior accessory dwelling units and finding the action to be statutorily exempt from CEQA under Public Resources Code Section 21080.17 and Section 15061(b)(3) of the State CEQA guidelines.

ACTION: Waived further reading and adopted Ordinance No. 25-04: "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER

19.36 OF THE CITY OF WEST HOLLYWOOD MUNICIPAL CODE REGULATING ACCESSORY DWELLING UNITS AND, JUNIOR ACCESSORY DWELLING UNITS AND FINDING THE ACTION TO BE STATUTORILY EXEMPT FROM CEQA UNDER PUBLIC RESOURCES CODE §21080.17 AND SECTION 15061(b)(3) OF THE STATE CEQA GUIDELINES.” **Approved as part of the Consent Calendar.**

B.7. COMMISSION AND ADVISORY BOARD MEETING SYNOPSES [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: The City Council will receive Synopses from the Human Services Commission.

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

B.8. TREASURER’S REPORT FOR DECEMBER 2024 [L. QUIJANO, K. BARENG, S. STEPHENS]:

SUBJECT: The City Council will receive the Treasurer’s Reports for the month ended December 2024 pursuant to Section 53646 of the Government Code of the State of California.

ACTION: Received and filed the December 2024 Treasurer’s Report. **Approved as part of the Consent Calendar.**

B.9. 2024 CO-SPONSORED AND COUNCIL-INITIATED EVENTS [Y. QUARKER, A. LOVANO, J. DEL TORO]:

SUBJECT: The City Council will receive a summary of co-sponsored events and Council-initiated events from 2024.

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

B.10. UPDATE ON CAPITAL PROJECTS IMPLEMENTATION [S. CAMPBELL, B. LEAGUE, A. BARTLE, R. ABRAMSON, M. BARKER, H. COLLINS, J. GILMOUR]:

SUBJECT: This is a quarterly update on major capital improvement projects related to City-owned properties and public parks (exclusive of infrastructure related projects), including status of the projects and timelines. The projects are listed in priority of completion.

ACTION: Received an update on the City’s major capital program. **Approved as part of the Consent Calendar.**

B.11. DESIGN WEST HOLLYWOOD 2025 [L. BIERY, P. KESPRADIT]:

SUBJECT: The City Council will consider approving the waiver of Special Event Permit fees, Parking Meter Fees, and Encroachment Permit Fees for City businesses within the West Hollywood Design District during “Design West Hollywood” which will be held from March 4 - 6, 2025.

ACTION: Approved the waiver of Special Event Permit fees, Parking Meter Fees, and Encroachment Permit Fees for City businesses within the West Hollywood Design District for activating their businesses between March 4 and March 6, 2025, for “Design West Hollywood”, in an amount not to exceed \$5,000 in waived fees. **Approved as part of the Consent Calendar.**

B.12. AGREEMENT TO PURCHASE SHARP MULTI-FUNCTIONAL PRINTERS WITH MAINTENANCE AND SUPPLIES VIA SOURCEWELL COOPERATIVE PURCHASING AGREEMENT [L. QUIJANO, E. TSIPIS, K. DEVINE]:

SUBJECT: The City Council will consider approving an agreement to purchase Sharp Multi-Functional Printers with five-year maintenance and consumable supplies for the duration of the agreement.

ACTIONS: 1) Approved a Sourcewell Cooperative Agreement with Sharp Electronics to replace 11 Multi-Functional Printers and five years of support for a total not-to-exceed amount of \$375,000; and 2) Authorized the City Manager or designee to execute documents incident to the Agreement. **Approved as part of the Consent Calendar.**

B.13. AMENDMENT NO. 4 TO THE AGREEMENT FOR SERVICES WITH MAGNA CONSULTING & DESIGN FOR DESIGN SERVICES FOR CIP 2204, RULE 20B OVERHEAD TO UNDERGROUND CONVERSION LA PEER DRIVE & ALMONT DRIVE [H. COLLINS, J. GILMOUR]:

SUBJECT: The City Council will consider amending the Agreement for Services with Magna Consulting & Design for design services for CIP 2204, Rule 20B Overhead to Underground Conversion La Peer Drive & Almont Drive, to increase the not-to-exceed amount of the Agreement.

ACTIONS: 1) Approved Amendment No. 4 to the Agreement for Services with Magna Consulting & Design to increase the amount of the agreement by \$198,625 for a total not-to-exceed amount of \$468,678; and 2) Authorized the City Manager or designee to execute documents incident to the agreement. **Approved as part of the Consent Calendar.**

B.14. AWARD OF AN AGREEMENT FOR PROFESSIONAL SERVICES TO SWA GROUP, INC. FOR THE PLUMMER PARK MASTER PLAN: PHASE 1: ASSESSMENT, OUTREACH AND PROGRAMMING (CIP 41-05) [J. ROCCO, S. CAMPBELL, R. ABRAMSON, M. BARKER, S. MARTINEZ, H. COLLINS]:

SUBJECT: The City Council will consider approving the award of an Agreement for Professional Services to SWA Group, Inc., to provide professional services related to the Plummer Park Master Plan: Phase 1 (CIP 41-05), including community outreach and stakeholder engagement, park programming analyses, and an updated park needs assessment.

ACTIONS: 1) Approved an Agreement for Professional Services with SWA Group, Inc. to provide community engagement, park programming, and design-related professional services for the Plummer Park Master Plan (CIP 41-05), Phase 1: Assessment, Outreach, and Programming in the amount of \$312,130 with a contingency of up to 10% for related services for a total not-to-exceed amount of \$343,343; and 2) Authorized the City Manager or designee to execute all documents incident to the Agreement. **Approved as part of the Consent Calendar.**

B.15. NATIONAL WOMEN'S HISTORY MONTH 2025 [Y. QUARKER, A. LOVANO, J. DEL TORO, L. FOOKS]:

SUBJECT: The West Hollywood City Council will consider approving programming for the City's annual celebration of National Women's History Month.

ACTIONS: 1) Approved programming for National Women's History Month 2025 and direct the appropriate City staff to coordinate the production and promotion of National Women's History Month activities; 2) Authorized the use of the City's name and logo on invitations, programs, and other collateral materials; 3) Directed the Communications Department to utilize all appropriate communications tools to promote the City's celebration of National Women's History Month via social media platforms and distribution of information; 4) Approved the use of the West Hollywood Aquatic Center Doheny Room and waiver of the facility fee (estimated \$384) and waiver of parking fees in the five-story parking structure for the Hollywood NOW Herstory Awards (estimated \$300); and 5) Approved the waiver of parking fees in the five-story parking structure for the V-Day/One Billion Rising event (estimated \$900). **Approved as part of the Consent Calendar.**

B.16. RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD FOR RECEIPT OF \$102,750 IN YEAR 5 PERMANENT LOCAL HOUSING ALLOCATION FUNDING (PLHA) FROM THE LOS ANGELES COUNTY DEVELOPMENT AUTHORITY [S. CAMPBELL, B. LEAGUE, A. BARTLE]:

SUBJECT: The City Council will adopt a Resolution for receipt of \$102,750 in Year 5 Permanent Local Housing Allocation Funding (PLHA) from the Los Angeles County Development Authority. The funding allocation will be placed in the Affordable Housing Trust Fund to support the production affordable housing developments in the City of West Hollywood.

ACTION: 1) Adopted Resolution No. 25-012: "RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD FOR RECEIPT OF YEAR 5 PERMANENT LOCAL HOUSING ALLOCATION FUNDING FROM THE LOS ANGELES COUNTY DEVELOPMENT AUTHORITY IN AN AMOUNT UP TO \$102,500; 2) Authorized the City Manager or designee to apply for and execute the Agreement and all necessary contracts, payment requests, and amendments to secure the grant funds; and 3) Authorized the Director of Finance and Technology Services to increase budgeted revenues in the Affordable Housing Trust Fund by the amount of the grant application, \$102,500. **Approved as part of the Consent Calendar.**

B.17. (F.2.) WEST HOLLYWOOD DESIGN DISTRICT STREET POLE BANNER POLICY UPDATE AND APPROVAL OF A LICENSE AGREEMENT BETWEEN THE CITY OF WEST HOLLYWOOD AND THE WEST HOLLYWOOD DESIGN DISTRICT FOR THE USE OF CITY STREET POLES FOR SIGNAGE [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:

SUBJECT: The City Council will consider adopting the updated West Hollywood Design District Street Pole Banner Policy and approving the License Agreement Between the City of West Hollywood and the West Hollywood Design District for the Use of City Street Poles for Signage.

ACTIONS: 1) Adopted the updated West Hollywood Design District Street Pole Banner Policy; 2) Approved a License Agreement Between the City of West Hollywood and the West Hollywood Design District for the Use of City Street Poles for Signage; and 3) Waived Encroachment and Extended Hours Permit fees for each installation and removal for a total estimated annual fee waiver cost of approximately \$19,000. **Approved as part of the Consent Calendar.**

B.18. (F.3.) SUNSET STRIP STREET POLE BANNER POLICY UPDATE AND APPROVAL OF A LICENSE AGREEMENT BETWEEN THE CITY OF WEST HOLLYWOOD AND THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT FOR THE USE OF CITY STREET POLES FOR SIGNAGE [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:

SUBJECT: The City Council will consider adopting the updated Sunset Strip Street Pole Banner Policy and approving the License Agreement Between the City of West Hollywood and the Sunset Strip Business Improvement District for the Use of City Street Poles for Signage.

ACTIONS: 1) Adopted the updated Sunset Strip Business Improvement District Street Pole Banner Policy; 2) Approved a License Agreement Between the City of West Hollywood and the Sunset Strip Business Improvement District for the Use of City Street Poles for Signage; and 3) Waived Encroachment and Extended Hours Permit fees for each installation and removal for a total estimated annual fee waiver cost of approximately \$19,000. **Approved as part of the Consent Calendar.**

B.19. (F.4.) ANNUAL JUNETEENTH EVENT [Y. QUARKER, A. LOVANO, J. DEL TORO, J. DUCKWORTH]:

SUBJECT: The City Council will consider a request to increase the event budget for the City of West Hollywood's annual Juneteenth commemorative event. Programming for this year's event will feature Black-owned vendors and business owners, speakers, and live entertainment at West Hollywood Park on Saturday, June 21, 2025, from 11:00am to 5:00pm.

ACTIONS: 1) Approved an increase to the event budget associated with the City's annual Juneteenth event from \$2,000 to \$10,000 as requested by the Social Justice Advisory Board; 2) Approved the waiver of fees for Facility Use, Event Permits, Encroachment Permits, and Building & Safety Permits, and provide parking validations for participants and attendees at the 5-story parking structure (estimated \$8,550); 3) Authorized the Director of Finance and Technology Services to allocate \$8,000 from General Fund reserves for costs associated with the event; 4) Authorized the use of the City name and logo on invitations, programs, and other collateral materials for the event; and 5) Directed the Communications Department to utilize all appropriate communication tools to promote the events including, but not limited to, the City's website, a press release, and social media tools. **Approved as part of the Consent Calendar.**

B.20. (F.5.) ARTS PROGRAMMING IN RECOGNITION OF BLACK HISTORY MONTH 2026 [J. ERICKSON, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:

SUBJECT: The City Council will consider directing staff to work with the Arts and Cultural Affairs Commission to develop arts programming for Black History Month 2026.

ACTION: Directed staff to work with the Arts and Cultural Affairs Commission to develop arts programming for Black History Month 2026.. **Approved as part of the Consent Calendar.**

B.21. (F.7.) SISTER CITIES PROGRAM [C. BYERS, D. HANG, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:

SUBJECT: The City Council will direct staff to explore establishing a sister city program. As part of this direction, staff will evaluate a possible membership with Sister Cities International, an organization focused on strengthening the sister city network. Joining this network fosters partnership with an international community, provides access to events and programs, and promotes citizen diplomacy.

ACTIONS: 1) Directed staff to explore establishing a sister city program in West Hollywood; and 2) Directed staff to return to the City Council with recommendations on formally establishing the sister city program, including becoming a member of Sister Cities International, options for reviewing and establishing sister city partnerships, staff time and involvement, and a funding request if needed. **Approved as part of the Consent Calendar.**

C. PUBLIC HEARINGS:

C.1. A RESOLUTION OF INTENTION TO MODIFY THE BASIS AND METHOD OF LEVYING ASSESSMENTS WITHIN THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT BY ESTABLISHING A PROCEDURE FOR WAIVER OF PENALTIES AND/OR INTEREST ON DELINQUENT ASSESSMENTS []:

SUBJECT: The City Council will consider adopting Resolution No. ____, which proposes to modify the basis and method of levying assessments within the Sunset Strip Business Improvement District (BID) by establishing a new procedure for waivers of penalties and interest on delinquent assessments. It is recommended that the City Council proceed with adopting this resolution and set a date, time, and location for a public hearing to consider the proposed modifications.

ACTION: This Public Hearing was Continued to a Date Uncertain.

D. LEGISLATIVE:

D.1. AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AMENDMENTS TO SECTION 10.28.050 OF THE MUNICIPAL CODE REGARDING UTILIZING THE PARKING CREDITS POOL [H. COLLINS, N. MARICICH, J. ALKIRE, V. GUARINO, B. BORTFELD]:

SUBJECT: The City Council will consider approving an ordinance amending section 10.28.050 of the West Hollywood Municipal Code regarding utilizing the parking credits pool.

Assistant Director of Community Development Jennifer Alkire, Parking Operations Manager Vince Guarino, and Parking Services & Special Projects Officer Bill Bortfeld provided background information as outlined in the staff report dated February 18, 2025.

Councilmember Meister inquired about the impacts to the City's Parking Improvement Fund if parking credits aren't accessed. She inquired when the last parking credits survey was conducted. Parking Operations Manager Vince Guarino stated that the impacts to the Parking Improvement Fund will need to be determined, and the last survey was conducted before COVID due to low demand of the parking credits pool.

Vice Mayor Heilman shared concern about the limited parking availability at the Five-Story Parking Structure and stated that the overflow parking at the Library Parking garage isn't optimally functioning.

Councilmember Erickson inquired how the Five Story Parking Garage is monitored and parking regulations enforced as they pertain to validations for park and library patrons. Mr. Guarino stated that validations at the library are only for the Library Parking Garage.

Councilmember Erickson inquired when valet is available on the fifth floor of the Five Story Parking Garage. Mr. Guarino stated that currently valet parking is available on the days that a City Council Meeting takes place. Councilmember Erickson stated that it may be beneficial to explore having valet operations on the weekends.

Councilmember Mesiter commented that perhaps a parking needs assessment of the Five Story Parking Structure is merited.

ACTIONS: 1) Introduced on first reading, by title only, Ordinance No. 25-05: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AMENDMENTS TO THE MUNICIPAL CODE REGARDING UTILIZING THE PARKING CREDITS POOL"; and 2) Investigate the issues of parking shortages at the Five Story Parking Structure, explore expanding valet services in the Five Story Parking Structure, and maximizing the use of the Library Parking Garage, determine if a parking needs assessment is needed, and return to the City Council with an item if the City needs to hire a consultant to conduct the parking needs assessment. **Motion by Vice Mayor Heilman, seconded by Councilmember Erickson, and approved (5/0).**

E. UNFINISHED BUSINESS:

E.1. MID-YEAR UPDATE OF THE FISCAL YEAR 2024-25 OPERATING BUDGET AND PROGRESS ON WORK PLAN PRIORITIES [D. WILSON, J. ROCCO, C. SAFRIET, M. LINDLEY]:

SUBJECT: The City Council will receive a report on revenues and expenditures for Fiscal Year 2023-24 and a mid-year budget update for the first half of Fiscal Year 2024-25, including proposed mid-year budget adjustments, adding three new full-time equivalent (FTE) positions, a reclassification of one position, and a report of progress on departmental work plan priorities.

Assistant to the City Manager Christine Safriet and Budget Officer Melissa Lindely provided background information as outlined in the staff report dated February 18, 2025.

KEVIN BURTON, WEST HOLLYWOOD, spoke about emergency communications and resuming the emergency sirens program throughout the City. He also shared that the website www.wehorecert.org is a valuable resource for community members.

Councilmember Erickson inquired what the budget offset was for waivers provided for Business Tax Certificates. Budget Officer Melissa Lindley responded. Councilmember Erickson inquired about Measure WH which was approved by voters in November 2024. Assistant to the City Manager Christine Safriet responded. Councilmember Erickson requested that staff include the large Capital Improvement Programs (CIP) that will require significant expenditures and how funds will be appropriated in the upcoming June presentation.

Councilmember Meister inquired how many program changes, including Council-initiated items, have been made since the budget was adopted. Ms. Safriet responded. City Manager Wilson also shared that in April the City Council will have a discussion on priorities.

Councilmember Hang inquired about the recruitment timeline for the three new staff positions, and if it's customary to promote from within the organization. City Manager Wilson stated that the average recruitment process is two to four months and, when possible, vacancies are filled with internal applicants. Councilmember Hang inquired about the drop in Transient Occupancy Taxes (TOT) and inquired what actions Visit West Hollywood is taking to promote West Hollywood hotels. Ms. Safriet stated that staff will reach out to Visit West Hollywood for a response.

ACTIONS: 1) Received a report on Fiscal Year 2023-24 revenues and expenditures; 2) Received an update on the Fiscal Year 2024-25 Budget and approve budget adjustments identified in the attached "Proposed Mid-Year Adjustments to the Fiscal Year 2024-25 Budget"; 3) Received and file the Progress on FY 2024-25 Departmental Work Plan Priorities and FY 2025-26 Budget Schedule; 4) Approved adding three full-time equivalent (FTE) regular

positions: a. 1 Senior Planner, Community Development, b. 1 Project Development Administrator, Community Development, c. 1 Administrative Specialist IV, Community Development; and 5) Approved the reclassification of the Traffic Management Program Specialist position to Assistant Engineer (Civil) within the Engineering Division of the Department of Public Works. **Motion by Vice Mayor Heilman, seconded by Councilmember Lauren Meister, and approved (5/0).**

E.2. UPDATE ON MAJOR DEVELOPMENT PROJECTS [N. MARICICH, J. ALKIRE, B. GALAN]:

Director of Community Development Nick Maricich, Assistant Director of Community Development Jennifer Alkire, and Building Official Ben Galan provided background information as outlined in the staff report dated February 18, 2025. Mr. Maricich also indicated that a supplemental memo was provided that updated Attachments A & C of the Staff Report.

Councilmember Erickson requested an update on the former Melrose Triangle Project. Mr. Maricich responded.

Councilmember Meister had questions about the EIR prepared for the former Melrose Triangle Project and if it included the dump truck trips needed to fill the hole at the site. Mr. Galan responded. Councilmember Meister also expressed concern with construction art fencing.

Vice Mayor Heilman indicated that he shares some of Councilmember Meister's frustrations. He commented that the City needs a strategy for the site and suggested that someone with real estate development expertise is needed.

Councilmember Erickson agreed with Vice Mayor Heilman's comments and inquired why vacant buildings at the development project known as Robertson Lane have not been demolished.

Councilmember Hang mentioned the revised design for the project at 9200 Sunset Boulevard. Ms. Alkire responded.

ACTION: Received and filed this report.

F. NEW BUSINESS:

F.1. REQUEST FOR A COMMITMENT LETTER FOR A GROUND LEASE AND AUTHORIZATION TO ISSUE A LOAN FROM THE AFFORDABLE HOUSING TRUST FUND IN THE AMOUNT OF \$1,000,000 FOR DEVELOPMENT OF AN AFFORDABLE HOUSING PROJECT AT 1047-1057 CRESCENT HEIGHTS BOULEVARD AND \$200,000 FOR ASSOCIATED PLAN CHECK FEES [S. CAMPBELL, B. LEAGUE, A. BARTLE]:

SUBJECT: The City Council will consider issuing a commitment letter for a long-term Ground Lease and a loan from the Affordable Housing Trust Fund to the Community Corporation of Santa Monica, a non-profit housing developer and operator, in the amount of \$1,000,000 for development costs at 1047 and 1057 N. Crescent Heights Boulevard.

TARA BARAUKAS, Executive Director of Community Corp, provided an update to the City Council and spoke in support of the item.

ACTIONS: 1) Authorized the City Manager or designee to execute a commitment letter in substantially the form attached, pledging \$1,000,000 for associated development costs for the development of 39 affordable housing units at 1047-1057 Crescent Heights Boulevard and authorize the City Manager, or designee, to execute all documents incident to the Agreement; 2) Authorized the City Manager or designee to execute long term Ground Lease Option for the development of 39 affordable housing units at 1047-1057 N. Crescent Heights Boulevard. and authorize the City Manager, or designee, to execute all documents incident to the Ground Lease; and 3) Authorized the Director of Finance and Technology Services to allocate \$1,000,000 from the Affordable Housing Trust fund for the purposes of funding the loan and \$200,000 from the Affordable Housing Trust Fund to cover the cost of plan check fees. **Motion by Vice Mayor Heilman, seconded by Councilmember Hang, and approved (5/0).**

F.2. SUNSET STRIP STREET POLE BANNER POLICY UPDATE AND APPROVAL OF A LICENSE AGREEMENT BETWEEN THE CITY OF WEST HOLLYWOOD AND THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT FOR THE USE OF CITY STREET POLES FOR SIGNAGE [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:

SUBJECT: The City Council will consider adopting the updated Sunset Strip Street Pole Banner Policy and approving the License Agreement Between the City of West Hollywood and the Sunset Strip Business Improvement District for the Use of City Street Poles for Signage.

ACTION: This Item was moved to the Consent Calendar.

F.3. WEST HOLLYWOOD DESIGN DISTRICT STREET POLE BANNER POLICY UPDATE AND APPROVAL OF A LICENSE AGREEMENT BETWEEN THE CITY OF WEST HOLLYWOOD AND THE WEST HOLLYWOOD DESIGN DISTRICT FOR THE USE OF CITY STREET POLES FOR SIGNAGE [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:

SUBJECT: The City Council will consider adopting the updated West Hollywood Design District Street Pole Banner Policy and approving the License Agreement Between the City of West Hollywood and the West Hollywood Design District for the Use of City Street Poles for Signage.

ACTION: This Item was moved to the Consent Calendar.

F.4. ANNUAL JUNETEENTH EVENT [Y. QUARKER, A. LOVANO, J. DEL TORO, J. DUCKWORTH]:

SUBJECT: The City Council will consider a request to increase the event budget for the City of West Hollywood's annual Juneteenth commemorative event. Programming for this year's event will feature Black-owned vendors and business owners, speakers, and live entertainment at West Hollywood Park on Saturday, June 21, 2025, from 11:00am to 5:00pm.

ACTION: This Item was moved to the Consent Calendar.

F.5. ARTS PROGRAMMING IN RECOGNITION OF BLACK HISTORY MONTH 2026 [J. ERICKSON, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:

SUBJECT: The City Council will consider directing staff to work with the Arts and Cultural Affairs Commission to develop arts programming for Black History Month 2026.

ACTION: This Item was moved to the Consent Calendar.

F.6. WEHO LOVES LOCALS PROGRAM EXPANSION, NEW GIFT CARD PROGRAM [C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:

SUBJECT: The City Council will direct staff to develop a gift card program in partnership with Visit West Hollywood, as an expansion of the WeHo Loves Locals program. This initiative aims to stimulate local economic activity, encourage community members to shop and dine locally, and provide direct support to West Hollywood businesses.

Vice Mayor Heilman expressed concerns about how the program was previously implemented and that improved engagement and communication with the community would be needed for this initiative's success.

Councilmember Meister inquired if there were any available metrics from the program's first launch and asked her colleagues if there was a desire for free parking on Small Business Saturday.

Councilmember Erickson stated that the new parking lot at Santa Monica Boulevard and Crescent Heights Boulevard is underutilized and perhaps the public is unaware that it's now open and operational. He suggested outreach to the community to promote it.

Vice Mayor Byers thanked her colleagues for their comments and stated she's grateful for the Chamber of Commerce and Visit West Hollywood's work.

Councilmember Hang expressed his support for the item.

ACTIONS: 1) Directed staff to partner with Visit West Hollywood to establish a gift card program as an expansion of the WeHo Loves Locals program; and 2) Directed staff to obtain cost estimates from Visit West Hollywood for implementing and managing the program and return to the City Council with a request for

funding and timeline for the launch of the program. **Motion by Vice Mayor Heilman, seconded by Councilmember Meister, and approved (5/0).**

F.7. SISTER CITIES PROGRAM [C. BYERS, D. HANG, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:

SUBJECT: The City Council will direct staff to explore establishing a sister city program. As part of this direction, staff will evaluate a possible membership with Sister Cities International, an organization focused on strengthening the sister city network. Joining this network fosters partnership with an international community, provides access to events and programs, and promotes citizen diplomacy.

ACTION: This Item was moved to the Consent Calendar.

EXCLUDED CONSENT CALENDAR: None.

PUBLIC COMMENT: None.

COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:

Councilmember Erickson reported his attendance at the City Council Ad Hoc Subcommittee on City Commissions and Advisory Boards, the Liability Trust Fund, and the Westside Cities Council of Governments (COG) where he was appointed as the voting delegate on behalf of the COG to the Santa Monica Bay Restoration Commission. He congratulated Mayor Byers for her new role as the Vice Chair for the COG. He provided historical information on street repaving and infrastructure improvements in the City.

Councilmember Hang spoke about the Immigration and Customs Enforcement (ICE) signs that were posted in the City's Rainbow District.

Councilmember Meister reported her attendance at the Joint Policy Committee and the Southern California Association of Governments (SCAG) Regional Council meeting. She attended the COG meeting as a member of the public. She asked for an update on the lighting at West Hollywood Park. Acting Director of Public Works Helen Collins provided an updated.


Vice Mayor Heilman reported his attendance at the City Council Pride Subcommittee meeting and various City events including the City's Winter Sounds event. He provided suggestions on Item B.21 (F.7.) the Sister Cities item.

Mayor Byers reported her attendance the National League of Cities Transportation Advocacy meeting, the LGBTQ Local Elected Leaders meeting, the City Council Pride Subcommittee meeting, the Metro Service Council meeting, the Los Angeles City Selection Committee meeting, and the COG meeting where she was elected Vice Chair. She noted that she spoke at Troy Masters Celebration of Life event. She thanked the Domain residents for the "meet and greet" that they hosted. She spoke about the DEI presentation and the two items on the Council agenda that supports that work.

ADJOURNMENT: The City Council adjourned in memory of Mohsin Hendrix, Robert Weemer II, Donald Shoup, Tahiry Broom, and Sam Nordquist at 8:22 p.m. to a Joint Study Session of the City Council and Planning Commission which will be on Monday, February 24, 2025 at 6:00 p.m. at West Hollywood Park Public Meeting Room - Council Chambers.

PASSED, APPROVED, AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 3rd day of March, 2025 by the following vote:

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

DocuSigned by:


 CHELSEA LEE BYERS, MAYOR

ATTEST:

Signed by:


 MELISSA CROWDER, CITY CLERK