

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
MINUTES  
MONDAY, MARCH 17, 2025  
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM  
COUNCIL CHAMBERS  
625 N. SAN VICENTE BOULEVARD  
  
6:00 P.M. – REGULAR MEETING**

**CALL TO ORDER:** Mayor Byers called the meeting to order at 6:00 p.m.

**PLEDGE OF ALLEGIANCE:** Isla Scharg, a student from West Hollywood Elementary School, led the Pledge of Allegiance.

**ROLL CALL:**

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

**ABSENT:** Councilmember Erickson.

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

**APPROVAL OF AGENDA:**

City Clerk Melissa Crowder indicated that the City Council would move forward with direct appointments on Item E.1. and Table the At-large appointments to the next meeting, since Councilmember Erickson is absent.

Vice Mayor Heilman requested that Items F.2., F.3., F.4., and F.6. be moved to the Consent Calendar as Items B.16., B.17., B.18., and B.19., respectively.

**Motion by Vice Mayor Heilman, seconded by Councilmember Meister, and approved (4/0).**

**LEVINE ACT DISCLOSURES:** None.

**ADJOURNMENT MOTIONS:**

Vice Mayor Heilman requested that the meeting be adjourned in memory of Felice Picano.

Mayor Byers requested that the meeting be adjourned in memory of the victims of the storms this weekend in the south. She also requested that the meeting be adjourned in memory of Linda Bacerra Moran.

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**PRESENTATIONS:**

Mayor Byers presented a Certificate to Isla Scharg for leading the Pledge of Allegiance.

Mayor Byers presented a Proclamation to Lev Volovik, founder of the Unity in Diversity Arts Foundation.

**A. PUBLIC COMMENT:**

KEVIN BURTON, WEST HOLLYWOOD, spoke in support of Items B.13 and F.3. He thanked the City for installing a left turn signal at the intersection of Fountain Avenue and Fairfax Avenue. He commented that the turn signal does not recognize bicycles waiting to make a left turn at this location and further commented that State law requires this when signals are upgraded that they recognize bicycles making a left turn.

WENDY GOLDMAN, WEST HOLLYWOOD, spoke in opposition of Item F.2. She requested that the City use revenue from hotels and businesses along the Sunset Strip and for developers with projects along Sunset pay a fee towards developing a new park on Sunset.

GENEVIEVE MORRILL, WEST HOLLYWOOD, spoke in support of Item F.4. She also shared that she submitted her resignation to the West Hollywood Chamber of Commerce.

JORDAN BEARD, WEST HOLLYWOOD, spoke in support of Item F.3.

STEVE PENAFIEL, WEST HOLLYWOOD, spoke in support of Item F.3.

ALEC WHITE, WEST HOLLYWOOD, spoke in support of Item F.3.

JUSTINE BLOCK, WEST HOLLYWOOD, spoke regarding her support for Item F.5.

AFRICA ROSAS, SACRAMENTO, spoke on behalf of the Small Business Association (SBA), to share information on small business loans and disaster recovery for those affected by the fires.

DAVID EICHMAN, LOS ANGELES, spoke regarding increasing the size of the City's speed limit signs as it transitions to slower speed limits throughout the City.

RICK WATTS, WEST HOLLYWOOD, spoke regarding recent actions by the federal government that affect under-represented communities.

YOLA DORE, WEST HOLLYWOOD, spoke regarding her recent recognition by the Women's Advisory Board and Hollywood NOW.

JUSTINE BLOCK, WEST HOLLYWOOD, spoke in support of Item F.5.

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BUFFALO, WEST HOLLYWOOD, spoke regarding a recent positive interaction with Block by Block Security Ambassadors, and the need for the City to focus on providing social services to the City in light of decisions by the federal government.

SONARI GLINTON, WEST HOLLYWOOD, spoke regarding a recent negative experience he had at a local bar.

#### **CITY MANAGER'S REPORT:**

City Manager David Wilson announced that the Los Angeles Department of Water and Power (LADWP) will be installing a new water line for the Holloway Interim Housing project. Due to this, there will be partial westbound lane closures on Santa Monica Boulevard from Holloway Drive to La Cienega Boulevard from Wednesday, March 19<sup>th</sup> to Friday, March 21<sup>st</sup>. He invited the community to attend the Public Safety Awards on March 26<sup>th</sup> to recognize the Los Angeles County Sheriff's Department, the Los Angeles County Fire Department, Block by Block Security Ambassadors, and Code Enforcement for their hard work and dedication. Additionally, he congratulated Genevieve Morrill on her retirement from the Chamber of Commerce and apologized to Mr. Glinton for his recent experience, noting that staff will follow up.

Councilmember Heilman inquired about challenges with LADWP regarding the work that they're doing along La Cienega Boulevard. Mr. Wilson shared that staff would contact LADWP and provide an update to Council.

#### **FISCAL IMPACT ON CONSENT CALENDAR:**

City Clerk Melissa Crowder stated that the fiscal impact on tonight's Consent Calendar with the addition of Items F.2., F.3., F.4., and F.6. was \$9,661,769 in expenditures, \$61,370 in revenues, and (\$147,305) 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., and 19. Motion by Vice Mayor Heilman, seconded by Councilmember Meister, and approved (4/0).**

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

*SUBJECT: The agenda for the meeting of Monday, March 17, 2025, was posted at City Hall, Plummer Park, the West Hollywood Library, and the Aquatics & Recreation Center (ARC) on Wednesday, March 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 March 3, 2025. **Approved as part of the Consent Calendar.**

- B.3. APPROVAL OF DEMAND REGISTER NO. 966 [L. QUIJANO, K. BARENG, S. STEPHENS]:**  
*SUBJECT: The City Council shall receive the Demand Register for period ending March 7, 2025 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.*  
**ACTION:** Approved Demand Register No. 966 and Adopted Resolution No. 25-017, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 966". **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 Maria Eleni Pasia, Nicolas Atherton, and Christopher Peter Mahasaradjian.*  
**ACTION:** Received and filed. **Approved as part of the Consent Calendar.**
- B.5. COMMISSION AND ADVISORY BOARD MEETING SYNOPSES [M. CROWDER, L. MORALES]:**  
*SUBJECT: The City Council will receive Synopses from the Human Services Commission, Public Facilities, Recreation, & Infrastructure Commission, Disabilities Advisory Board, and Older Adults Advisory Board regarding actions taken at their recent meetings.*  
**ACTION:** Received and filed. **Approved as part of the Consent Calendar.**
- B.6. TREASURER'S REPORT FOR JANUARY 2025 [L. QUIJANO, K. BARENG, S. STEPHENS]:**  
*SUBJECT: The City Council will receive the Treasurer's Reports for the month ended January 2025 pursuant to Section 53646 of the Government Code of the State of California.*  
**ACTION:** Received and filed the January 2025 Treasurer's Report. **Approved as part of the Consent Calendar.**
- B.7. APPROVAL OF 2026 ARTS GRANT PROGRAM [L. BIERY, R. EHEMANN, E. ANGELOFF]:**  
*SUBJECT: The City Council will consider approving the City of West Hollywood's 2026 Arts Grant Program guidelines, schedule, and funding as recommended by the Arts and Cultural Affairs Commission.*  
**ACTION:** Approved the implementation of the City of West Hollywood's 2026 Arts Grant Program guidelines, schedule, and funding as recommended by the Arts and Cultural Affairs Commission. **Approved as part of the Consent Calendar.**

**B.8. ACCRUED LOAN INTEREST CLARIFICATION FOR PERMANENT LOAN CONVERSIONS ON AFFORDABLE HOUSING TRUST FUND PROJECTS [S. CAMPBELL, B. LEAGUE, A. BARTLE]:**

*SUBJECT: The City Council will affirm the accrued interest component of an Affordable Housing Trust Fund loan shall be deemed to be “forgiven” upon conversion of a construction or acquisition loan to a permanent loan as stated in Section 203 of the Permanent Affordable Housing Loan Agreements (Attachment A). The Finance and Technology Services Department has requested this clarification for the accrued interest calculation on two recent Affordable Housing Trust Fund loans at 1201-1207 Detroit Street and 1041-1049 Martel Avenue and on a going forward basis.*

**ACTIONS:** 1) Authorized the Director of Finance and Technology Services to recognize that accrued interest shall be deemed to be forgiven on existing Affordable Housing Trust Fund acquisition loans when acquisition loans convert to permanent financing; and 2) Authorized the City Manager or designee to execute all documents incident to these two agreements and to implement this clarification in the future. **Approved as part of the Consent Calendar.**

**B.9. GENERAL PLAN AND HOUSING ELEMENT ANNUAL PROGRESS REPORTS FOR CALENDAR YEAR 2024 [N. MARICICH, J. ALKIRE, F. CONTRERAS, T. FARRIS, M. MONTENEGRO]:**

*SUBJECT: The City Council will receive the General Plan and Housing Element Annual Progress Reports for calendar year 2024, including progress toward the 6th Cycle Regional Housing Needs Assessment (RHNA), and authorize staff to submit the reports to the Governor’s Office of Land Use and Climate Innovation (LCI) and the California Department of Housing and Community Development (HCD) in compliance with State requirements. The Annual Progress Reports are exempt from review under the California Environmental Quality Act (CEQA), pursuant to California Code of Regulations Section 15061(b)(3).*

**ACTION:** Authorized staff to submit the 2024 General Plan and Housing Element Annual Progress Reports to the Governor’s Office of Land Use and Climate Innovation and the California State Department of Housing and Community Development. **Approved as part of the Consent Calendar.**

**B.10. WEHO PRIDE 2025 AGREEMENTS [Y. QUARKER, C. SMITH, M. REATH, K. MCCORMACK]:**

*SUBJECT: The City Council will consider approving two agreements with JJLA, LLC. (JJLA) related to the production of WeHo Pride 2025, including the annual addendum to the Exclusive Event Production Services Agreement and a Permit to Use City Property Agreement for the 2025 OUTLOUD Music Festival at WeHo Pride (OUTLOUD) and 2025 WeHo Pride Parade (Parade).*

**ACTIONS:** 1) Approved Addendum 3 to the City’s three-year Exclusive Event Production Services Agreement (Production Services Agreement)

with JJLA, for WeHo Pride 2025 in an amount not to exceed \$1,944,000; 2) Authorized the City Manager to approve change orders to the Production Services Agreement with JJLA in an amount not to exceed \$270,000; 3) Authorized the Director of Finance & Technology Services to receive sponsorship funds and make related budget adjustments associated with the receipt of any sponsorship funds related to WeHo Pride 2025; 4) Approved a Permit to Use City Property to grant approval to JJLA for JJLA's 2025 OUTLOUD (held in West Hollywood Park) and for the WeHo Pride Parade (held on Santa Monica Boulevard) including City sponsorship in an amount not to exceed \$869,400 and \$372,600 for OUTLOUD and the Parade respectively; 5) Authorized the City Manager to approve change orders to the City sponsorship amounts included in the Permit to Use City Property Agreement with JJLA, in an amount not to exceed \$130,410 and \$55,890 for OUTLOUD and the Parade respectively; 6) Approved the waiver of Building and Safety Permit fees, Encroachment Permit fees, Film Permit fees, Major Event Park Space Use fees, Parking fees, and Special Event Permit fees (estimated at \$125,000 in waived fees); and 7) Authorized JJLA to sell beer, wine, and spirits at OUTLOUD in West Hollywood Park, on May 30, May 31, and June 1, 2025, until 30 minutes prior to close of the event each night. **Approved as part of the Consent Calendar.**

**B.11. AGREEMENT FOR SERVICES FOR THE PRODUCTION OF THE RUSSIAN-SPEAKING COMMUNITY CULTURAL HERITAGE MONTH AND WEHO MISHKA FESTIVAL [Y. QUARKER, A. LOVANO, J. DEL TORO, T. RODZINEK]:**

*SUBJECT: The City Council will consider awarding an Agreement for Services the production of the Russian-Speaking Community Cultural Heritage Month and WeHo Mishka Festival. This month-long celebration in May 2025 will feature the Community Awards Presentation, Classical Music Concert, the WeHo Mishka Festival, and various cultural events.*

**ACTIONS:** 1) Approved an Agreement for Services with Agassi Topchian for event production services in an amount not to exceed \$112,000; 2) Waived all City fees, including building and safety permits (approximately \$1,000), special event permit fees (approximately \$2,740), facility use fees for Plummer Park and West Hollywood Park (approximately \$3,000); 3) Waived permitted parking on Vista Street from 7:00 a.m. until midnight on Saturday, May 17 and Sunday, May 18, 2025; 4) Provided parking validation and waive associated parking fees (\$2,250) for approximately 250 people at the 5-story parking garage on the following dates: Saturday, May 10, 2025, and two additional events which dates are TBD, that will take place in the Council Chambers during the Russians-Speaking Community Cultural Heritage Month; 5) Approved use of West Hollywood City Council Chambers from 10:00 a.m. until 11:00 p.m. on the two dates of the events that will take place in the Council Chambers and waive associated facility rental fees (\$855); 6) Authorized the Director of Finance and Technology Services to increase budgeted expenditures in account 100-3-50-15-

535012; 7) Authorized staff to negotiate event sponsorship agreements in consultation with the Finance Department and/or City Attorney; and 8) Authorize the City Manager or his designee to execute documents incident to all Agreements related to this item. **Approved as part of the Consent Calendar.**

**B.12. AGREEMENT WITH TYLER TECHNOLOGIES AND GFOA TO IMPLEMENT NEW ENTERPRISE RESOURCE PLANNING SYSTEM [L. QUIJANO, A. RUIZ, E. TSIPIS, K. BARENG, B. ROSEN, J. JIMENEZ, R. NAPPER, M. CROWDER]:**

*SUBJECT: The City Council will consider authorizing staff to enter into a contract with Tyler Technologies to replace the City's current Tyler Technologies Eden Finance and Human resources Enterprise Resource Planning (ERP) system and enter into a contract with GFOA for project management and implementation assistance.*

**ACTIONS:** 1) Approved a Software as a Service Agreement with Tyler Technologies, Inc. in the amount not to exceed \$5,376,469 over an eleven-year period, to replace the City's current Finance and Human Resources Enterprise Resource Planning (ERP) system for an initial three-year term with automatic one-year renewals; 2) Approved an Agreement for services with Government Finance Officers Association in the amount of \$105,000, for a term ending June 30, 2028, for project management and implementation assistance services; and 3) Authorized the City Manager or designee to execute documents incident to the agreements. **Approved as part of the Consent Calendar.**

**B.13. NOTICE OF COMPLETION FOR CIP 2306, TRAFFIC SIGNAL IMPROVEMENTS AT FOUNTAIN AVENUE AND FAIRFAX AVENUE [H. COLLINS, J. GILMOUR, R. GARLAND]:**

*SUBJECT: The City Council will consider approving the Notice of Completion for CIP 2306, Traffic Signal Improvements at Fountain Avenue and Fairfax Avenue by International Line Builders, Inc. dba ILB Electric.*

**ACTIONS:** Accepted the work and authorize the following: a. Filed the Notice of Completion by the City Clerk with the Los Angeles Recorder's Office, b. Issued the final payment to the contractor at the end of the 35 day lien period, c. Released of the Performance Bond on the date of recordation of the Notice of Completion, d. Released of the Payment Bond 35 days after the date of recordation of the Notice of Completion, pending no receipt of Stop Notices from material suppliers or subcontractors. **Approved as part of the Consent Calendar.**

**B.14. REJECT ALL BIDS RECEIVED AND RE-ADVERTISE FOR ROOF REPLACEMENT AT CITY MAINTENANCE FACILITY PROJECT [H. COLLINS, E. HAMANT]:**

*SUBJECT: The City Council will consider rejecting the bids received for the Roof Replacement at City Maintenance Facility Project and authorizing staff to re-issue and re-advertise the bid.*

**ACTIONS:**1) Rejected the bids for the Roof Replacement at City Maintenance Facility Project, as submitted on February 4, 2025, and return the associated bid bonds; and 2) Authorized staff to re-issue and re-advertise for the Roof Replacement at City Maintenance Facility Project. **Approved as part of the Consent Calendar.**

**B.15. CO-SPONSORSHIP OF WORLD DOG DAY 2025 [Y. QUARKER, C. SMITH, M. REATH, B. SMITH]:**

*SUBJECT: The City Council will consider co-sponsoring World Dog Day 2025, produced by The Vanderpump Dog Foundation on Saturday, May 17, 2025, from 11:00 a.m. to 4:00 p.m. in West Hollywood Park.*

**ACTIONS:**1) Approved a co-sponsorship agreement with The Vanderpump Dog Foundation for World Dog Day 2025 that defines the facility uses and terms of the partnership between the City and The Vanderpump Dog Foundation; 2) Approved the waiver of Building and Safety Permit fees, Encroachment Permit fees, Film Permit fees, Major Event Park Space Use fees, Parking fees, and Special Event Permit fees (estimated at \$11,220 in waived fees); 3) Approved a loss of revenue of approximately \$1,370 related to Parking fees for spaces located at the on-street pay station along San Vicente Boulevard and in the Five Story Parking Structure; 4) Approved the use of the Great Lawn Area, Promenade Area, Robertson Commons Area, and Robertson Picnic Area of West Hollywood Park on May 16, 2025, for set-up, and on May 17, 2025, for the event; 5) Authorized the City Manager to execute documents associated with the co-sponsorship agreement and to negotiate any additional requests, including minor changes to the fee waivers outlined in this staff report; 6) Authorized the use of the City name and logo on invitations, programs, and other collateral materials; 7) Authorized the use of seventy-five all-day parking validation tickets for the Five Story Parking Structure on May 17, 2025, for vendor and volunteer parking; and 8) Directed the Communications Department to utilize all appropriate communications tools to promote the event, such as the City's website and media tools. **Approved as part of the Consent Calendar.**

**B.16. (F.2.) USE OF LOS ANGELES UNIFIED SCHOOL DISTRICT (LAUSD) RECREATIONAL FACILITIES AFTER HOURS [J. HEILMAN, J. ERICKSON, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:**

*SUBJECT: The City Council will consider directing staff to explore entering into a Memorandum of Understanding (MOU) between the City of West Hollywood and Los Angeles Unified School District (LAUSD) for the use of recreational facilities at local LAUSD schools by the public outside of school hours. Working with LAUSD to provide public spaces serves as an interagency solution to providing residents of West Hollywood with safe spaces to engage in physical activity, socialize, and participate in community programming.*

**ACTIONS:** 1) Directed staff to explore entering into an MOU between the City of West Hollywood and LAUSD for the use of LAUSD recreational

facilities by the public outside of school hours; and 2) Directed staff to determine potential staffing, maintenance costs, other potential impacts, and logistics for such an arrangement and return to City Council with recommendations. **Approved as part of the Consent Calendar.**

**B.17. (F.3.) UPDATE THE CITY'S MATTHEW SHEPARD HUMAN RIGHTS TRIANGLE AND CRESCENT HEIGHTS TRIANGLE [D. HANG, J. HEILMAN, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will consider directing staff to begin efforts to update the City's Matthew Shepard Human Rights Triangle and Crescent Heights Triangle, located at the intersection of Crescent Heights and Santa Monica Boulevard in West Hollywood.*

**ACTIONS:** 1) Directed staff to take steps to update the City's Matthew Shepard Human Rights Triangle and Crescent Heights Triangle, located at the intersection of Crescent Heights and Santa Monica Boulevard, to be completed and unveiled by 2028, the 30th anniversary of Matthew Shepard's murder; 2) Directed staff to develop a community outreach plan to receive input on design concepts from the Public Facilities, Recreation, and Infrastructure Commission and broader community stakeholders; and 3) Staff will return to the City Council with recommended design concepts, estimated costs, and timeline for the site improvements. **Approved as part of the Consent Calendar.**

**B.18. (F.4.) FREE PARKING TO SUPPORT FOR THE WEST HOLLYWOOD CHAMBER OF COMMERCE'S WEHAPPY INITIATIVE [L. MEISTER, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will consider authorizing free parking to support "WeHappy", a new initiative organized by the West Hollywood Chamber of Commerce aimed at supporting local businesses Citywide. The events are anticipated to take place on Wednesday evenings during April 2025.*

**ACTIONS:** 1) Authorized free parking at parking meters, City surface parking lots, and City parking structures for "WeHappy", an event to encourage support for local businesses citywide on every Wednesday evening in April 2025 from 4:00 PM to 12:00 AM; and 2) Directed the Communications Department to utilize all appropriate communication tools to promote the change in enforcement hours including, but not limited to, the City's website and social media tools. **Approved as part of the Consent Calendar.**

**B.19. (F.6.) SPONSORSHIP OF A HEALTHY CITY BY DESIGN SYMPOSIUM [L. MEISTER, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will consider sponsoring a symposium, Healthy City by Design, which will explore the fundamental role that design, programming, and urban policy initiatives can play in supporting healthier urbanized settings. The symposium is anticipated to take place during the second quarter of 2025 in the City's Council Chambers.*

**ACTIONS:** 1) Directed staff to organize a symposium during the second quarter of 2025 entitled: Healthy City By Design, which will explore the fundamental role that design, programming, and urban policy initiatives can play in supporting healthier urbanized settings; 2) Authorized the use of the City name and logo on invitations, programs, and other collateral materials for the event; 3) Directed the Communications Department to utilize all appropriate communication tools to promote the event including, but not limited to, the City's website, a news release, and social media; 4) Directed the Communications Department to broadcast and live stream the event on the City's television and web-based properties; 5) Authorized the Director of Finance and Technology Services to allocate up to \$9,000 from unallocated General Fund reserves to the Special Council Programs Account 100-1-01-00-531001 for costs associated with the event, and increase the budget for Special Council Programs by the same amount; 6) Authorized the Director of Finance and Technology Services to allocate up to \$9,000 from Fiscal Year 2024-25 funds in the Special Council Programs account number 100-1-01-00-531001 for costs associated with the event; and 7) Waived the Facility Use fee for the City Council Chambers for the event, parking fees at the 5-story parking lot for attendees, and any other ancillary City permits that may be required for the event (estimated \$1,240 in waived fees). **Approved as part of the Consent Calendar.**

**C. PUBLIC HEARINGS: None.**

**D. LEGISLATIVE:**

**D.1. AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, AMENDING SECTION 3.36.090 OF TITLE 3 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO PROVIDE REBATES FOR BUSINESS LEASE RENEWALS [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:**

*SUBJECT: The City Council will consider introducing on first reading an ordinance amending Section 3.36.090 of the West Hollywood Municipal Code, Rebate for Business Lease Renewals, regarding the expansion of the business lease renewal rebate for businesses in West Hollywood.*

Councilmember Meister inquired about various changes to Section 3.36.090 of the Municipal Code. Business Development Manager Paolo Kespradit responded.

Councilmember Hang asked about inquiries to the Franchise Tax Board and IRS. Mr. Kespradit responded.

Councilmember Meister inquired about cannabis businesses' marketing fees. Mr. Kespradit responded.

The following speaker provided public comment:

GENEVIEVE MORRILL, ON BEHALF OF THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the Item.

Councilmember Meister also inquired about the length of the leases. Mr. Kespradit responded.

**ACTION:** Introduced on first reading, by title only, Ordinance No. 25-06: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, AMENDING SECTION 3.36.090 OF TITLE 3 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO PROVIDE REBATES FOR BUSINESS LEASE RENEWALS." **Motion by Vice Mayor Heilman, seconded by Councilmember Meister, and approved 4/0.**

## **E. UNFINISHED BUSINESS:**

### **E.1. COMMISSION AND ADVISORY BOARD APPOINTMENTS AND RE-APPOINTMENTS [J. JIMENEZ, M. CROWDER, L. MORALES]:**

*SUBJECT: The City Council will consider making Direct and At-large appointments to the City's Commissions. The City Council will also consider making Direct appointments to the City's Advisory Boards.*

**ACTIONS:** The City Councilmembers made new appointments or re-appointments to City Commissions with terms ending February 28, 2027, as follows: 1) Councilmembers made Direct appointments to the following: a. Arts & Cultural Affairs Commission - **Heather Nagle (Heilman) and Dawn Moreno-Freedman (Byers)**, Business License Commission - **Mark Farhad Yusupov (Byers)**, Human Services Commission - **Sam Borelli (Heilman)**, Rent Stabilization Commission – **Agassi Topchian (Heilman)**, and Transportation & Mobility Commission – **David Eichman (Heilman)**, b. Disabilities Advisory Board – **Logan Latham (Hang), Louise Smith (Meister), Ann Semonco (Heilman)**, Older Adults Advisory Board – **Wendy Jane Carrell (Hang), Pat Dixon (Meister), John Allendorfer (Byers)**, Russian-Speaking Advisory Board – **Sasha Razor (Hang), Raisa Aguf (Meister), Luybov Levitan (Heilman), Myroslava Rytko (Byers)**, Social Justice Advisory Board – **Marlene Esquivel (Hang), Jonathan Wilson (Heilman), Eden Luna (Byers)**, Transgender Advisory Board – **Mariana Marroquin (Meister), Karina Samala (Heilman), Sydney Rogers (Byers)**, and Women's Advisory Board – **Helene Wilbourne (Meister), Angela De Silva (Heilman), Debra Torok (Byers)** ; 2) **TABLED** - Call for nominations for the At-large appointments for the following Commissions: a. Historic Preservation Commission: 2 At-large appointments, b. LGBTQ+ Commission: 2 At-large appointments, c. Planning Commission: 2 At-large appointments, d. Public Facilities, Recreation, & Infrastructure Commission: 2 At-large appointments, e. Public Safety Commission: 2 At-large appointments.

**F. NEW BUSINESS:**

**F.1. MOVIE TOWN SQUARE BUILDING ASSESSMENT AND ACCESSIBILITY STANDARDS FOR FUTURE AFFORDABLE HOUSING PROJECTS [J. HEILMAN, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will consider directing staff to work with the West Hollywood Community Housing Corporation to conduct an assessment of ongoing concerns at Movietown Square, an affordable housing building at 7302 Santa Monica Boulevard, and to provide direction regarding accessibility requirements for future affordable housing projects.*

Councilmember Meister indicated her support for the Item, but she indicated that she wanted to ensure that we're looking at the number of elevators. She also requested that we look at our universal design code.

Vice Mayor Heilman shared that the West Hollywood Community Housing Corp did not build this project. They took it over after it was developed. He spoke about the challenges with the elevator in the building as well as the fire exit out of the parking structure. He also spoke about what this item directs staff to do.

Councilmember Meister requested that staff look at other buildings, like Sierra Bonita, and not only focus on Movietown Square.

**ACTIONS:** 1) Directed staff to work with the West Hollywood Community Housing Corporation to conduct an assessment of ongoing concerns related to elevator maintenance and building security at Movietown Square, an affordable housing building at 7302 Santa Monica Boulevard; and 2) Directed staff to develop requirements for future affordable housing projects to include primary and secondary access points for people who may have accessibility issues. **Motion by Vice Mayor Heilman, seconded by Councilmember Hang, and approved 4/0.**

**F.2. USE OF LOS ANGELES UNIFIED SCHOOL DISTRICT (LAUSD) RECREATIONAL FACILITIES AFTER HOURS [J. HEILMAN, J. ERICKSON, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:**

*SUBJECT: The City Council will consider directing staff to explore entering into a Memorandum of Understanding (MOU) between the City of West Hollywood and Los Angeles Unified School District (LAUSD) for the use of recreational facilities at local LAUSD schools by the public outside of school hours. Working with LAUSD to provide public spaces serves as an interagency solution to providing residents of West Hollywood with safe spaces to engage in physical activity, socialize, and participate in community programming.*

**ACTION: This Item was moved to the Consent Calendar**

**F.3. UPDATE THE CITY'S MATTHEW SHEPARD HUMAN RIGHTS TRIANGLE AND CRESCENT HEIGHTS TRIANGLE [D. HANG, J. HEILMAN, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will consider directing staff to begin efforts to update the City's Matthew Shepard Human Rights Triangle and Crescent Heights Triangle, located at the intersection of Crescent Heights and Santa Monica Boulevard in West Hollywood. ACTION: This Item was moved to the Consent Calendar.*

**F.4. FREE PARKING TO SUPPORT FOR THE WEST HOLLYWOOD CHAMBER OF COMMERCE'S WEHAPPY INITIATIVE [L. MEISTER, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will consider authorizing free parking to support "WeHappy", a new initiative organized by the West Hollywood Chamber of Commerce aimed at supporting local businesses Citywide. The events are anticipated to take place on Wednesday evenings during April 2025.*

**ACTION: This Item was moved to the Consent Calendar**

**F.5. CO-SPONSORSHIP OF PLANT BASED TREATY'S FOOD DAY IN WEHO EVENT [C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO, J. DUCKWORTH]:**

*SUBJECT: The City Council will consider approving a Co-Sponsorship Agreement for the 'Food Day in WeHo' event, organized by Plant Based Treaty Los Angeles on Monday, April 7, 2025, from 10:00 a.m. to 5:30 p.m. at Plummer Park's Fiesta Hall.*

Mayor Byers introduced the item indicating that she is recommending that the co-sponsorship funding amount be increased to \$5,000 to ensure the success of the event.

The following speaker provided public comment:

SAM, ON BEHALF OF PLANT BASED TREATY, thanked the City Council for their support and requested an increase in the co-sponsorship amount.

Councilmember Hang thanked Mayor Byers for bringing this item forward. He shared the various City priorities that this aligns with and supports. He noted his support for the additional funding.

**ACTIONS:** 1) Approved a Co-Sponsorship Agreement for the "Food Day in WeHo" event, organized by the Plant Based Treaty Los Angeles on April 7, 2025, from 10:00 a.m. to 5:30 p.m. in Plummer Park's Fiesta Hall; 2) Authorized the Director of Finance and Technology Services to allocate \$5,000 from budgeted funds in the Special Council Programs account number 100-1-01-00-531001 for costs associated with the event; 3) Authorized the City Manager or his designee to execute documents incident

to the Co-Sponsorship Agreement between the City and Plant Based Treaty Los Angeles; 4) Waived any Facility Use Fees, Special Event Permit Fees, Encroachment Permit Fees, and the 3-hour parking limit at the Plummer Park parking lot for event participants (estimated \$1,674); 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. **Motion by Vice Mayor Heilman seconded, by Councilmember Meister, and approved 4/0.**

**F.6. SPONSORSHIP OF A HEALTHY CITY BY DESIGN SYMPOSIUM [L. MEISTER, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:]**

*SUBJECT: The City Council will consider sponsoring a symposium, Healthy City by Design, which will explore the fundamental role that design, programming, and urban policy initiatives can play in supporting healthier urbanized settings. The symposium is anticipated to take place during the second quarter of 2025 in the City's Council Chambers.*

**ACTION: This Item was moved to the Consent Calendar**

**EXCLUDED CONSENT CALENDAR:** None.

**PUBLIC COMMENT:** None.

**COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:**

Councilmember Hang reported his attendance at the National League of Cities in Washington, D.C. He also shared various City events that he attended.

Councilmember Meister reported her attendance at the Westside Cities Council of Governments SCAG Executive Administration Committee meeting, the Energy & Environment Committee meeting, and the Regional Council meeting. She noted various City events that she attended. She thanked staff and the Arts & Cultural Affairs Commission for their work on Item B.7. She commented that the State needs to rethink its "one size fits all" policies regarding housing in response to Item B.9. She congratulated Genevieve Morrill on her retirement. And she congratulated Yola Dore on her recognition by the Women's Advisory Board and Hollywood NOW.

Vice Mayor Heilman shared that he attended various City events. He requested the City do outreach to all bar owners and eliminate excessive screening for entry based on race/ethnicity. He further expressed his hope that the City have a frank conversation about treating everyone with respect. He also thanked City staff for coordinating the LA Marathon and congratulated participants. He concluded his comments by mentioning a letter that he received by someone who received a parking ticket in a red zone adjacent to a driveway that no longer serves as a driveway.

Mayor Byers shared that she attended various community events. She reported her attendance at the Los Angeles County Affordable Housing Solutions Agency Board meeting, the City Council Finance and Budget Subcommittee meeting, the Chamber of

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Commerce Board installation, and the National League of Cities Conference (various committees and panels while in attendance at the conference).

**ADJOURNMENT:** The City Council adjourned at 7:15 p.m. in memory of Felice Picano, Linda Bacerra Moran, and the victims of the storms in the south to its next regular meeting, which will be on Monday, April 7, 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 7<sup>th</sup> day of April, 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