

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
MINUTES  
MONDAY, APRIL 7, 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:** Henry Friedman, a student from West Hollywood Elementary School, 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, Assistant City Attorney Norma Tabares, Administrative Services Director Janet Jimenez, and Senior Administrative Analyst Nicole McClinton

**REPORT OF CLOSED SESSION AGENDA:**

Assistant City Attorney Norma Tabares reported that the City Council met to consider the posted agenda item, and that direction was given to initiate litigation. She noted that the particulars would be disclosed upon inquiry after litigation formally commences.

**APPROVAL OF AGENDA:**

Vice Mayor Heilman requested that Items F.1., F.3., F.4., F.5, and F.6 be moved to the Consent Calendar as Items B.9., B.10., B.11., B.12., and B.13., respectively.

Councilmember Erickson requested that Items F.2 and E.1. be heard together.

Vice Mayor Heilman indicated that he will Table several of his appointments under Item E.4.

**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 Patricia Edna Schaefer, Joan S. Leibman, and Christine Chin Ryan.

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Councilmember Meister requested that the meeting be adjourned in memory of West Hollywood West resident Lawrence Chamblee, husband of Kimberly Winick.

Councilmember Hang requested that the meeting be adjourned in memory of Jacob Shaw's Grandmother, Renee Kimberling.

Mayor Byers requested that the meeting be adjourned in memory of the 3,600+ lives lost in the Myanmar earthquake.

**PRESENTATIONS:**

Mayor Byers presented proclamations to several businesses in recognition of the Green Business Program.

Mayor Byers presented a proclamation to City Poet Laureate Jen Cheng in recognition of National Poetry Month.

**A. PUBLIC COMMENT:**

ANDREW SOLOMON, WEST HOLLYWOOD, spoke in support of Item F.1. and thanked the Council for moving the item to Consent.

JORDAN BEARD, WEST HOLLYWOOD, spoke in support of Item F.1. and bicycle safety.

MIKIE FRIEDMAN, WEST HOLLYWOOD, spoke about mobility and accessibility on City streets, homelessness issues, street repairs, and diverse business opportunities.

CHAD KROEGER, WEST HOLLYWOOD, advocated for the protection of palm trees.

JT PARR, WEST HOLLYWOOD, advocated for the protection of palm trees and the implementation of holograms.

KELLY PILARSKI, WEST HOLLYWOOD, spoke in support of Item F.1. and pedestrian safety.

SCOTT HATCHER, WEST HOLLYWOOD, spoke in support of Item F.5.

RICK WATTS, WEST HOLLYWOOD, spoke in support of Item F.1. and concerns with delivery robots.

STEVE MARTIN, WEST HOLLYWOOD, spoke about tourism strategies to attract international attention in West Hollywood.

ILAN MEYER, WEST HOLLYWOOD, spoke about recent burglaries in the Norma West neighborhood and safety concerns near bars.

PAUL NICHOLLS, WEST HOLLYWOOD, spoke in support of Item E.1. and Item F.2. and expressed his gratitude to the City Council.

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ANTHONY VULIN, WEST HOLLYWOOD, spoke in support of Item F.6. and advocated for the Equality Act.

ROBERT BREZOSKY, WEST HOLLYWOOD, spoke about his concern regarding safety in his neighborhood.

MAURICE NEUHAUS, WEST HOLLYWOOD, expressed his concern about safety in his neighborhood and requested more police presence.

MICHAEL GREEN, WEST HOLLYWOOD, spoke about enhancements to the security ambassador program and in favor of stronger action in marketing for Item E.1.

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

City Manager David Wilson acknowledged those who spoke during public comment. He announced that the City and the West Hollywood Chamber of Commerce have launched WeHappy Wednesdays, offering free parking at City meters and City-owned lots every Wednesday evening from 4:00 p.m. to midnight during the month of April. He also notified the public that LADWP will be paving the intersection of La Cienega Boulevard and Santa Monica Boulevard next Monday night, April 14th, from 11:00 p.m. to Tuesday, April 15th, at 6:00 a.m. He invited everyone to join community cleanup events in April and May and to contact the Community & Legislative Affairs office for more information. Additionally, he noted that West Hollywood launched a new website with resources for climate-friendly actions and participating green businesses at [my.wehoclimateaction.org](http://my.wehoclimateaction.org) in April.

Councilmember Erickson requested an update on the camera installation program.

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

Administrative Services Director Janet Jimenez stated that the fiscal impact on tonight's Consent Calendar with the addition of Items F.1., F.3., F.4., F.5., and F.6. was \$629,500 in expenditures, \$0 in revenues, and (\$0) in waived fees.

### **B. CONSENT CALENDAR:**

**B.1.,2.,3.,4.,5.,6.,7.,8.,9.,10.,11.,12., and 13. Motion by Vice Mayor Heilman, seconded by Councilmember Erickson, and approved (5/0).**

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

*SUBJECT: The agenda for the meeting of Monday, April 7, 2025, was posted at City Hall, Plummer Park, the West Hollywood Library, and the Aquatics & Recreation Center (ARC) on Wednesday, April 2, 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 17, 2025. **Approved as part of the Consent Calendar.**
- B.3. APPROVAL OF DEMAND REGISTER NO. 967 [L. QUIJANO, K. BARENG, S. STEPHENS]:**  
*SUBJECT: The City Council shall receive the Demand Register for period ending March 28, 2025 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.*  
**ACTION:** Approved Demand Register No. 967 and Adopted Resolution No. 25-018: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 967". **Approved as part of the Consent Calendar.**
- B.4. ADOPT ORDINANCE NO. 25-06 (2ND READING): "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" [J. JIMENEZ, M. CROWDER, L. MORALES]:**  
*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 25-06, amending Section 3.36.090 of Title 3 of the West Hollywood Municipal Code to provide rebates for business lease renewals.*  
**ACTION:** Waived further reading and adopted 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." **Approved as part of the Consent Calendar.**
- B.5. COMMISSION AND ADVISORY BOARD MEETING SYNOPSIS [J. JIMENEZ, M. CROWDER, L. MORALES]:**  
*SUBJECT: The City Council will receive a Synopsis from the Rent Stabilization Commission.*  
**ACTION:** Received and filed. **Approved as part of the Consent Calendar.**
- B.6. NOTICE OF COMPLETION FOR CIP 2403, WELCOME SIGNS IMPROVEMENT PHASE 2 [H. COLLINS, J. GILMOUR, P. TICUN]:**  
*SUBJECT: The City Council will consider approving the Notice of Completion for CIP 2403, Welcome Signs Improvement Phase 2 by Fusion Development.*  
**ACTIONS:** Accepted the work and authorize the following: a. File the Notice of Completion by the City Clerk with the Los Angeles Recorder's Office, b. Issue the final payment to the contractor at the end of the 35-day

lien period, c. Release of the Performance Bond on the date of recordation of the Notice of Completion, d. Release 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.7. ASSIGNMENT AGREEMENT BETWEEN THE CITY OF WALNUT AND THE CITY OF WEST HOLLYWOOD FOR THE EXCHANGE OF PROPOSITION A LOCAL RETURN FUNDS [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:**

*SUBJECT: The City Council will consider a General Funds trade agreement with Proposition A Local Return Funds with the City of Walnut.*

**ACTIONS:** 1) Approved an Assignment Agreement for Proposition A local return fund exchange with the City of Walnut for \$350,000 in City of West Hollywood General Fund dollars in exchange for \$500,000 in City of Walnut Proposition A funds and authorize the City Manager to execute documents incident to the Agreement; and 2) Authorized the Director of Finance and Technology Services to allocate \$350,000 from reserves committed for Proposition A purchases in the General Fund, to the Expenditure for Traded Funds account. **Approved as part of the Consent Calendar.**

**B.8. CO-SPONSORSHIP WITH L-PROJECT FOR 2025 LESBIAN AND QUEER WOMEN'S VISIBILITY WEEK PROGRAMMING [Y. QUARKER, A. LOVANO, J. DEL TORO, M. MÁRQUEZ]:**

*SUBJECT: The City Council will consider co-sponsoring a mini film festival organized by the L-Project on Sunday, April 27, 2025 and a Lesbian and Queer Women's Networking Mixer at Fan Girl Café in celebration of Lesbian and Queer Women's Visibility Week.*

**ACTIONS:** 1) Approved a Co-Sponsorship Agreement with the L-Project for a mini film festival to be held on Sunday, April 27, 2025 at the West Hollywood City Council Chambers and a Lesbian and Queer Women's Networking event at Fan Girl Café; 2) Authorized the City Manager to execute documents incident to the Agreement; 3) Authorized the use of the City name and logo on invitations, programs, and other collateral materials; 4) Direct the Communications Department to utilize all appropriate communications tools to promote the events; and 5) Approved the use of \$4,500 for Lesbian and Queer Women's Visibility Week budgeted funds in account 100-3-50-15-533022, Lesbian and Gay Programs (CLA) for costs associated with these events. **Approved as part of the Consent Calendar.**

**B.9. (F.1.) DIRECTION TO PAINT BIKE LANES GREEN [J. ERICKSON, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:**

*SUBJECT: The City Council will consider establishing a policy to paint all Class II bike lanes in West Hollywood green and will authorize staff to begin installing green bike lanes throughout the City. Painting the bike lanes green provides a clear delineation for drivers and cyclists and supports the City's community safety priorities.*

**ACTION:** 1) Established a City policy to install green-colored pavement in the shade “Hollywood Green” (Pantone 349C) on all Class II bike lanes in West Hollywood; 2) Authorized staff to begin painting the existing Class II bike lanes green, including the bike lanes on Santa Monica Boulevard from Doheny Drive to Kings Road, as well as segments on San Vicente Boulevard and Fairfax Avenue south of Santa Monica Boulevard; and 3) Directed staff from the Department of Public Works to coordinate with the Communications Department to include information on the City’s website about the green-colored pavement for bike lanes and safety benefits of this strategy. **Approved as part of the Consent Calendar.**

**B.10. (F.3.) CLEAN CALIFORNIA COMMUNITY DESIGNATION [C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will consider directing staff to pledge participation in the Clean California Community Designation Program, an initiative led by Caltrans as part of Governor Newsom’s Clean California program, which recognizes communities for their commitment to cleanliness and beautification.*

**ACTIONS:** 1) Directed staff to submit a pledge to pursue the “Clean California Community Designation”, an initiative led by Caltrans as part of Governor Newsom’s Clean California program; 2) As part of the pledge, directed staff to submit as-needed documentation detailing the City’s progress and completion of the program criteria; and 3) Directed the Communications Department to utilize all appropriate communication tools, including but not limited to, the City’s website, a press release, and social media tools. to promote the initiative. **Approved as part of the Consent Calendar.**

**B.11. (F.4.) AMEND THE CITY COUNCILMEMBER LIST OF PRE-APPROVED ORGANIZATIONS/EVENTS TO INCLUDE MEETINGS AND EVENTS HOSTED BY THE MAYORS INNOVATION PROJECT [C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:**

*SUBJECT: The City Council will consider amending the City Councilmember list of pre-approved organizations and events to include meetings and events hosted by the Mayors Innovation Project.*

**ACTION:** Approved the addition of meetings and events hosted by the Mayors Innovation Project to the list of pre-approved organizations and events that members of the City Council are permitted to attend each year. **Approved as part of the Consent Calendar.**

**B.12. (F.5.) A RESOLUTION OPPOSING CUTS TO HIV PREVENTION AND TREATMENT PROGRAMS WORLDWIDE [J. HEILMAN, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will consider adopting a Resolution opposing efforts by the Trump administration to cut HIV prevention and treatment programs worldwide.*

**ACTIONS:** 1) Adopted Resolution No. 25-019: “A RESOLUTION OPPOSING CUTS TO HIV PREVENTION AND TREATMENT

PROGRAMS WORLDWIDE”; and 2) Direct staff to send a letter to President Donald Trump and copies of the letter to Health & Human Services Secretary Robert F. Kennedy, Jr., Secretary of State Marco Rubio, U.S. Senators Alex Padilla and Adam Schiff, U.S. Representative Laura Friedman, and others as deemed appropriate. **Approved as part of the Consent Calendar.**

**B.13. (F.6.) RECOGNIZING APRIL 2025 AS FAIR HOUSING MONTH [J. ERICKSON, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:**

*SUBJECT: The City Council will consider adopting a Resolution recognizing the month of April as Fair Housing Month in the City of West Hollywood, to commemorate the landmark 1968 Fair Housing Act, that prohibits discrimination in housing and promotes equal access to housing for all individuals, regardless of race, color, religion, sex, national origin, familial status, or disability.*

**ACTION:** Adopted Resolution No. 25-020: “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN RECOGNITION OF APRIL AS FAIR HOUSING MONTH.” **Approved as part of the Consent Calendar.**

**C. PUBLIC HEARINGS:** None.

**D. LEGISLATIVE:** None.

**E. UNFINISHED BUSINESS:**

*Items E.1. and F.2. were heard together.*

**E.1. RAINBOW DISTRICT [L. BIERY, P. KESPRADIT, L. D’AMBROSIA]:**

*SUBJECT: The City Council will receive an update on the Rainbow District and consider approving various programs to enhance it.*

Business Development Manager Paolo Kespradit provided background information as outlined in the staff report dated April 7, 2025.

Councilmember Erickson inquired if the south and north sides of this project would receive equitable handling. Assistant City Manager Jackie Rocco responded affirmatively, noting that the proposal will address concerns with pathway regulations.

Councilmember Meister inquired if there have been community engagement meetings concerning the name of this project and if the intent was to create a Business Improvement District. Mr. Kespradit stated that the topic of the name of the District was not part of the community outreach that occurred; rather, staff surveyed to collect input on the Rainbow District name and noted there was no desire from the business community to create an official Business Improvement District.

WENDY GOLDMAN, WEST HOLLYWOOD, expressed concerns about the Sunset Strip and requested that special attention be paid to this project to avoid similar issues.

DAVID ECKERT, WEST HOLLYWOOD, spoke about concerns with the change to the outdoor dining zones, lantern functionality, the designation of the district, and designated drop zones.

LARRY BLOCK, WEST HOLLYWOOD, spoke of his small business in the Rainbow District and the need for more safety to support the business community.

TOD HALLMAN, WEST HOLLYWOOD, spoke on behalf of The Wild business in support of the district and go-go dancers' appreciation.

RON CORTES, WEST HOLLYWOOD, suggested seeking input from the LGBTQ+ Commission as a liaison to the Economic Development Department to provide input on the Rainbow District project.

KEVIN BARRY, WEST HOLLYWOOD, spoke in support of the item and The WeHo PickUp.

GENEVIEVE MORRILL, WEST HOLLYWOOD, spoke on behalf of the West Hollywood Chamber of Commerce in support of the Rainbow District and go-go dancer appreciation.

Vice Mayor Heilman expressed concerns about public safety related to homelessness and unoccupied areas and suggested increasing patrol and addressing vacant properties with this project. He also remarked upon including businesses to elevate each other, possibly via an ad hoc steering committee and reevaluating restrictive permits for special events. He concluded his comments by expressing concerns with the proposed artwork for the utility boxes.

Councilmember Erickson agreed with a public speaker regarding increasing long-term social media strategies to market the district. He expressed support for the item's recommendations and the idea of an Ad Hoc Steering Committee and recommended upgrades for drop zones. Lastly, for Recommendation 12, he suggested doing outreach to LGBTQ+ youth artists for the murals.

Councilmember Hang thanked staff for this item and the high level of customer service. He spoke in support of all recommendations and suggestions from his colleagues except the wraps.

Councilmember Meister indicated her overall support for the item. However, she expressed concerns about the vacant spaces, public safety aspects & resources, drop zones, traffic circulation, lack of parking spaces, limited

funding allocations, and the Weho Loves Locals program. She commented that she agrees with LGBTQ+ Commissioner Ron Cortes' comment that the LGBTQ+ Commission should provide input. She expressed concern with Visit West Hollywood overseeing this rather than an LGBTQ+ agency that focuses on the LGBTQ+ community. Director of Economic Development Laura Biery stated that an update regarding the Weho Loves Locals program as well as commercial vacancy rates are both scheduled for the upcoming May 5, 2025 City Council meeting.

Mayor Byers indicated her support for the item and the wraps in Recommendation 4. She noted the importance of sharing co-sponsorship events with businesses and addressing public safety concerns.

Vice Mayor Heilman made a motion to approve staff's recommendations, to work with the business community to take the lead on special events like Go-Go Appreciation Day, and directed staff to return with recommendations to address stalled developments, vacancies, homelessness concerns, and public safety within the Rainbow District.

Councilmember Meister asked to add engaging the LGBTQ+ Commission's to Vice Mayor Heilman's motion.

City Manager David Wilson stated that homelessness and public safety will be addressed in the upcoming months. He clarified that staff was requesting to approve the program and funding could be adjusted as needed.

**ACTIONS:** 1) Directed the City Attorney and staff to return with an Ordinance to formally designate the Rainbow District as businesses within the boundaries of the area generally described as Santa Monica Boulevard from La Cienega Boulevard on the east and Doheny Drive on the west; 2) Directed staff to hire a public relations firm and work with Visit West Hollywood to promote the Rainbow District and its points of interest (One-time cost: approximately \$30,000); 3) Directed staff to hire a social media marketing firm and work with Visit West Hollywood to lead the Rainbow District social media posting and content creation to promote the Rainbow District and its points of interest (One-time cost: approximately \$65,000); 4) Directed staff to produce Rainbow District-specific wraps for already existing utility boxes and big belly trash cans that are located within the area (One-time cost: approximately \$25,000); 5) Directed staff to designate a select number of street pole banners at the entrance points to the Rainbow District on Santa Monica Boulevard at La Cienega Boulevard as well as on Santa Monica Boulevard at Doheny Drive and design, as well as produce, street pole banners to create gateway brand identification of the Rainbow District (One time cost: approximately \$15,000); 6) Directed staff to work with Visit West Hollywood to produce Rainbow District-specific visitor guides to showcase points of interest and general information about the District (One-time cost: approximately \$15,000); 7) Directed staff to explore increasing the number of designated rideshare "drop zones" in the Rainbow

District (potential loss of parking meter revenue); 8) Directed staff to implement a one-year pilot program expansion of The PickUp trolley service to operate on Thursday evenings during Daylight Saving time to begin this year on July 1, 2025 (Pilot operating cost: approximately \$65,000); 9) Directed staff to extend the operation of the City's five-story parking structure located adjacent to the Rainbow District by one additional hour, extending operations from closing at 2:00 a.m. nightly to closing at 3:00 a.m. nightly (Anticipated cost: nominal); 10) Directed staff to implement a one-year pilot program for City-sponsored special events such as an LGBTQ+ nighttime movie series or live concert series to produce events within the Rainbow District (One-time cost: approximately \$100,000); 11) Amended the Outdoor Dining in the Public-Right-of-Way Eligibility and Design Guide specifically for businesses located on the south side of Santa Monica Boulevard between San Vicente and Robertson, to update the required dimensions for setbacks for outdoor dining and path of travel where sidewalks are equal to or greater than 19 feet wide and where tree wells or other public infrastructure are set back four or more feet from the curb (Anticipated cost: nominal); 12) Directed staff to work with the Arts and Cultural Affairs Commission to explore the creation of a mural festival program within the Rainbow District to activate commercial building facades and alleys with large-scale murals (One-time cost: approximately \$90,000); 13) Directed staff to provide an update on public safety; and 14) Directed staff to solicit input from the LGBTQ+ Commission, work with the business community and take the lead on special events, and return with recommendations to address stalled developments and commercial vacancies within the Rainbow District; and 15) Directed staff to return within one year to report on the progress on the items approved. **Motion by Vice Mayor Heilman, seconded by Councilmember Erickson, and approved (5/0).**

**E.2. AGREEMENT FOR SERVICES WITH KOA FOR THE BEVERLY BOULEVARD PROTECTED BICYCLE LANES FEASIBILITY STUDY [N. MARICICH, J. ALKIRE, F. CONTRERAS, P. PORTWOOD]:**

*SUBJECT: The City Council will consider approval of an Agreement for Services with KOA to conduct the Beverly Boulevard Protected Bicycle Lanes Feasibility Study.*

Associate Planner Paige Portwood provided background information as outlined in the staff report dated April 7, 2025.

Vice Mayor Heilman asked clarifying questions regarding protected bike lanes.

JORDAN BEARD, WEST HOLLYWOOD, spoke in support of the item.

JESSE BUCLLONG, WEST HOLLYWOOD, spoke in support of the item and expressed concern about the cost of the study.

ANDREW SOLOMON, WEST HOLLYWOOD, spoke in support of the item and encouraged the hiring of more staff to meet project demands.

JESI HARRIS, WEST HOLLYWOOD, spoke in support of the item and hiring more staff, but expressed concern about the cost of the study not going into the bike lane itself.

KELLY PILARSKI, WEST HOLLYWOOD, spoke in support of the item but expressed concern about the funding.

HELEN KRIEGER, WEST HOLLYWOOD, spoke about staff shortages and the concern for her street on Fountain Avenue.

DAVID ECKERT, WEST HOLLYWOOD, spoke in support of protected bike lanes and suggested using the funds for street improvements.

Councilmember Erickson expressed his appreciation for staff working on this item. He agreed with the speakers to utilize the funds to build rather than conduct a study.

Vice Mayor Heilman supported proceeding with the existing Streetscape Plan and prioritizing other projects.

Councilmember Meister also indicated her preference to proceed with the existing Streetscape Plan and focusing on other projects that are a priority to the community.

Mayor Byers spoke in support of the item.

Councilmember Hang concurred with Mayor Byers' comments and in favor of this item.

Councilmember Erickson inquired if the Scope of Work could be revised. Director of Community Development Nick Maricich replied affirmatively, noting that an evaluation would have to be steered.

Director of Public Works Helen Collins and Assistant City Manager Jackie Rocco provided some background and timelines of ongoing and future projects on Beverly Boulevard and Melrose Avenue.

After further discussion, the City Council directed staff to return with an amended item in May.

**ACTIONS:** Directed staff to work with KOA to revise the Scope of Work within the Agreement for Services to shorten and streamline the process of designing a protected bike lane within the Feasibility Study and present an updated Agreement for Services to the City Council at a future meeting.

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

*\*\*The City Council recessed at 9:05 p.m. and reconvened at 9:14 p.m.*

**E.3. WEHO PRIDE RELATED AGREEMENTS AND 2025 PLANNING UPDATES [Y. QUARKER, C. SMITH, M. REATH, K. MCCORMACK]:**

*SUBJECT: The City Council will receive an update on 2025 WeHo Pride planning and will approve an Agreement for Services related to traffic control services for the 2025 event. The City Council will also consider amending JJLA's Production Services Agreement and extending its commitment to permit the OUTLOUD Music Festival (OUTLOUD) and the WeHo Pride Parade through 2030. The City Council will also consider WeHo Pride's participation in WorldPride 2025.*

*Councilmember Meister provided a disclosure with respect to her employer engaging JJLA for services. She indicated that there is no relationship at this time and that she is not the decision maker. She inquired with the City Attorney if she could vote on Recommendations 4 & 5. Assistant City Attorney Tabares indicated that under the Political Reform Act, this is not a conflict of interest. Councilmember Meister may participate in the discussion and vote.*

Event Services Coordinator Kerry McCormack provided background information as outlined in the staff report dated April 7, 2025.

Vice Mayor Heilman expressed his readiness to approve the item.

Councilmember Meister commented for future years to consider a senior Pride ticket discount.

**ACTIONS:** 1) Received an update on 2025 WeHo Pride planning; 2) Authorized the City Manager or his designee to execute Co-Sponsorship Agreements with LGBTQ+ affiliated community groups and organizations to produce independent events under the larger WeHo Pride brand in 2025 for a total amount not to exceed \$150,000, funds for which are already budgeted in FY25; 3) Approved an Agreement for Services with Meridian Rapid Defense Group Rentals, LLC in an amount not to exceed \$225,000 for the rental of traffic control infrastructure to secure the footprint of WeHo Pride 2025; and authorize the Director of Finance & Technology Services to allocate \$225,000 from unallocated reserves in the General Fund for the Agreement for Services; 4) Approved Amendment 1 to the City's three-year Exclusive Event Production Services Agreement (Production Services Agreement) with JJLA for WeHo Pride, to extend the terms of the agreement for an additional 5 years, to encompass the event in 2026, 2027, 2028, 2029 and 2030, for an additional guaranteed amount of \$2,250,000, that will be budgeted for during the City's normal budget cycles; and authorize the City Manager or his designee to execute documents incident to this Production Services Agreement; 5) Approved a Multi-Year Co-

Sponsorship and Permit to Use City Property with JJLA for OUTLOUD to be held in West Hollywood Park, and for the WeHo Pride Parade to be held on Santa Monica Boulevard, for years 2026, 2027, 2028, 2029, and 2030, including City sponsorship, in an amount to be determined annually and included as an Addendum to the Agreement each year; and authorize the City Manager or his designee to execute documents incident to this set of Agreements; 6) Authorized the City's participation in the WorldPride Parade on Saturday, June 7, 2025 in Washington D.C.; and authorize the Director of Finance & Technology Services to allocate \$80,000 from unallocated reserves in the General Fund for the City's participation in WorldPride 2025; and 7) Authorized a City delegation, including relevant staff members and Councilmembers, to travel to Washington D.C. for WorldPride and be reimbursed for actual and necessary expenses incurred while engaging in City business activities. **Motion by Councilmember Hang, seconded by Councilmember Erickson, and approved (5/0).**

**E.4. 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.*

ANTHONY VULIN, WEST HOLLYWOOD, spoke to request re-appointment as an At-large appointee to the Business License Commission.

JESSICA HENSIER, WEST HOLLYWOOD, spoke to request appointment to the Planning or Historic Preservation Commission.

JOE GREEN, WEST HOLLYWOOD, spoke to request consideration as an At-large appointee to the Disabilities Advisory Board.

**ACTIONS:** 1) Councilmembers made Direct appointments to the following: a. Disabilities Advisory Board - **JOE GREEN (Byers) and YOLA DORE (Erickson)**, Older Adults Advisory Board - **RUSSELL HOLGUIN (Erickson)**, Russian-Speaking Advisory Board - **EUGENE MAYSKY (Erickson)**, Social Justice Advisory Board - **KENNETH JONES (Meister)**, Transgender Advisory Board - **ARMANI DAE (Erickson)**, and Women's Advisory Board - **NIKKI PAIGE (Erickson) and SONIA SEBASTIAN (Hang)**; and 2) Directed staff to Table all At-large appointments to the April 21, 2025 City Council meeting.

**F. NEW BUSINESS:**

**F.1. DIRECTION TO PAINT BIKE LANES GREEN [J. ERICKSON, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:**

*SUBJECT: The City Council will consider establishing a policy to paint all Class II bike lanes in West Hollywood green and will authorize staff to begin installing green bike lanes throughout the City. Painting the bike lanes green*

*provides a clear delineation for drivers and cyclists and supports the City's community safety priorities.*

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

**F.2. GO-GO DANCER APPRECIATION DAY [D. HANG, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will consider directing staff to reinstate Go-Go Dancer Appreciation Day as an annual event in the City of West Hollywood in collaboration with community partners and local businesses.*

*\*\*See Item E.1.*

**ACTIONS:** 1) Directed staff to reinstate and incorporate businesses to co-sponsor Go-Go Dancer Appreciation Day as an annual event in West Hollywood, including officially declaring Go-Go Dancer Appreciation Day to recognize the contributions of Go-Go dancers to West Hollywood's LGBTQ+ history, nightlife, and culture; 2) Requested staff return to the City Council with additional information on the proposed event including, timing, programming concepts, potential business partnerships, and special event fee waiver requests; and 3) Directed the Communications Department to utilize all appropriate communication tools to promote this initiative, including but not limited to the City's website and social media tools.  
**Motion by Vice Mayor Heilman, seconded by Councilmember Erickson, and approved (5/0).**

**F.3. CLEAN CALIFORNIA COMMUNITY DESIGNATION [C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will consider directing staff to pledge participation in the Clean California Community Designation Program, an initiative led by Caltrans as part of Governor Newsom's Clean California program, which recognizes communities for their commitment to cleanliness and beautification.*

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

**F.4. AMEND THE CITY COUNCILMEMBER LIST OF PRE-APPROVED ORGANIZATIONS/EVENTS TO INCLUDE MEETINGS AND EVENTS HOSTED BY THE MAYORS INNOVATION PROJECT [C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:**

*SUBJECT: The City Council will consider amending the City Councilmember list of pre-approved organizations and events to include meetings and events hosted by the Mayors Innovation Project.*

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

**F.5. A RESOLUTION OPPOSING CUTS TO HIV PREVENTION AND TREATMENT PROGRAMS WORLDWIDE [J. HEILMAN, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

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*SUBJECT: The City Council will consider adopting a Resolution opposing efforts by the Trump administration to cut HIV prevention and treatment programs worldwide.*

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

**F.6. RECOGNIZING APRIL 2025 AS FAIR HOUSING MONTH [J. ERICKSON, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:**

*SUBJECT: The City Council will consider adopting a Resolution recognizing the month of April as Fair Housing Month in the City of West Hollywood, to commemorate the landmark 1968 Fair Housing Act, that prohibits discrimination in housing and promotes equal access to housing for all individuals, regardless of race, color, religion, sex, national origin, familial status, or disability.*

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

**EXCLUDED CONSENT CALENDAR:** None.

**PUBLIC COMMENT:**

MIKIE FRIEDMAN, WEST HOLLYWOOD, spoke about signage for sidewalks regarding bicycles and scooters and listed businesses that left the City in the last two months.

**COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:**

*\*\*Prior to starting Councilmember Comments, City Manager David Wilson requested that Director of Community Safety Danny Rivas provide an update as requested by Councilmember Erickson during the City Manager's Report.*

Director of Community Safety Danny Rivas responded to Councilmember Erickson's query during the City Manager's Report.

Councilmember Hang reported attendance at the re-grand opening of Gym Bar, 2025 City of West Hollywood Employee Recognition Awards, Los Angeles Legislators Reception at the Jewish Federation, American Diabetes Association Political Roast, Tri-West Neighborhood Watch Group, Law Rocks Proclamation at Roxy Theater, Friends of West Hollywood Elementary School's Annual Gala at the Mondrian, 2025 West Hollywood Public Safety Awards Luncheon, West Hollywood Women's Advisory Board's Women in Leadership Reception, Project Angel Food Fundraiser, Bet Tzedek Annual Gala Dinner, Picasso Pets and Pet Mayor Installation, USC Lambda LGBTQ Alumni Association Gala, Los Angeles County's LGBTQ+ Elected Officials Lacklio event, UCLA Williams Institute Gala, LGBTQ Family Group Brunch at The Abbey, and the West Hollywood Rainbow Key Awards.

Councilmember Erickson reported attendance at a sexual healing event, the Mizan briefing on hunger, Contract Cities Board & Legislative Committee meeting, CPA Board of Directors meeting, the National League of Cities event in Washington DC, Liability & Trust Fund Oversight Committee meeting, the HerStory Awards, the SCAG Regional Council meeting, the WeHo Reads event, JFedLA Local Legislators Meet & Greet, his

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Saturday event at Plummer Park, the Women in Leadership Reception, Legislative meeting for Clean Power Alliance, Public Safety Awards & Luncheon, Rainbow Key Awards, the Williams Institute Gala, and Picasso Pets. He commended our Drag Laureate Pickle and other drag leaders for their resilience during funding cuts from the federal government. Lastly, he thanked Director Rivas and the public safety team for the update on public safety technology.

Councilmember Meister reported attendance at community events including the Public Safety Awards, Picasso Pets, and Rainbow Key Awards. She represented the Westside Cities COG at the SCAG Executive Administration Committee meeting, the SCAG Energy & Environment Committee meeting, and the SCAG Regional Council meeting. She also commented on the recent SCAG election in which West Hollywood lost the Regional Council seat due, in part, to lack of support from her colleagues.

Vice Mayor Heilman commented on his attendance at a few community events.

Mayor Byers reported attendance at the Clean Power Alliance Energy Planning and Legislative meetings and the CalCities Transportation Policy meeting. She thanked Recreation staff for a great Picasso Pets event, where her cat was installed as Pet Mayor. She shared how Assemblymember Zbur's office will integrate pet reunification as part of their future emergency evacuation plans. Lastly, she mentioned today's food event and caring for all life as a reflection of the City's values.

**ADJOURNMENT:** The City Council adjourned at 9:42 p.m. in memory of Patricia Schaefer, Joan S. Leibman, Christine Chin Ryan, Renee Kimberling, Lawrence Chamblee, and the victims of the Myanmar earthquake to its next regular meeting, which will be on Monday, April 21, 2025 at 6:00 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

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PASSED, APPROVED, AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 21<sup>st</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 L. Byers*

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CHELSEA LEE BYERS, MAYOR

ATTEST:

Signed by:

*Melissa Crowder*

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MELISSA CROWDER, CITY CLERK