



CITY OF WEST HOLLYWOOD CITY COUNCIL AGENDA

MONDAY, AUGUST 4, 2025

6:00 PM – REGULAR MEETING

5:30 P.M. – CLOSED SESSION: See attached Closed Session Agenda

**WEST HOLLYWOOD PARK PUBLIC MEETING ROOM
COUNCIL CHAMBERS – 625 N. SAN VICENTE BOULEVARD**

**Council Chambers opens at 5:15 p.m. when there is a Closed Session Scheduled.
Otherwise, Council Chambers opens at 5:30 p.m.**

LAND ACKNOWLEDGEMENT:

“The West Hollywood City Council acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.”

PUBLIC COMMENT AND RULES OF DECORUM:

The City Council values your comments and acknowledges the right of the public to address issues that are within the City’s jurisdiction and invites the public to do so during the City Council meeting. However, this public participation must be balanced with the need of the City Council to conduct the public’s business in a fair and efficient manner, free from disruption or disturbance. The City offers multiples ways for the public to participate during the meeting.

During the first Public Comment section of the agenda, any member of the public may address the City Council on items appearing on the Consent Calendar. Comments concerning other items on the agenda will be heard at the time the item is considered during the meeting; however, they may be offered at this time if a member of the public cannot be in attendance later in the evening. Members of the public may also comment upon any other item of interest that is within the subject matter jurisdiction of the City Council at this time, or later in the meeting under the second Public Comment period. Please see Agenda Item No. 1 below for more information.

The City expects that everyone who participates in the meeting will do so with respect and dignity. Please refrain from using abusive, derogatory, and slanderous language, or behaving in a way that disrupts the meeting.

Speakers should not bring to the podium any items other than a prepared written statement and/or writing materials.

Speakers and any other members of the public may not approach the dais at any time during the meeting without prior consent from the Mayor.

Speakers may only speak once on any agenda item. Donating public comment time to others is prohibited.

Members of the audience shall not engage in disorderly or boisterous conduct, including the utterance of loud, threatening, or abusive language, whistling, stamping of feet or other acts which disturb, disrupt, impede, or otherwise render the orderly conduct of the City Council meeting unfeasible.

Persons in the audience should refrain from creating, provoking, or participating in any type of unwelcome physical contact.

Please see the Rules of Conduct for City Council meetings for additional rules and expectations for conducting the City Council meetings.

If you would like additional information on any item appearing on this agenda, please contact the Office of the City Clerk at (323) 848-6800.



TO PARTICIPATE BY PROVIDING WRITTEN CORRESPONDENCE OR AN E-COMMENT:

Members of the public who wish to comment on matters before the City Council are strongly encouraged to submit written correspondence to publiccomment@weho.org or submit an E-Comment by visiting www.weho.org/wehotv no later than 12:00 p.m. on Council meeting day. *Note: Written Correspondence and E-Comments will not be read into the record during the City Council meeting; however, correspondence received by 12:00 p.m. will be forwarded to the City Council and posted on the City's website as part of the official meeting record. Your comments and information will become part of the official public record. If you do not want your personal information included in the official record, please do not include your address and/or phone number.*

TO PARTICIPATE BY PROVIDING PUBLIC COMMENT BY TELEPHONE:

(Please note: This option is to provide public comment via phone ONLY. To view the meeting, please see information on how to view the meeting provided above.)

1. You are required to register to speak via Zoom by emailing publiccomment@weho.org no later than 12:00 p.m. on the City Council meeting day, to be added to the Zoom Public Speaker List for the meeting. Please include your name, the phone number from which you will be calling, and which item(s) you would like to speak on.

2. Dial-in 10 minutes prior to the start of the meeting (the meeting begins at 6:00 p.m.). During Approval of the Agenda items may be moved to the Consent Calendar; therefore, members of the public who have signed up to speak on any item with the City Clerk's Office should be in the queue by 5:50 p.m. ****Please note that City Clerk staff cannot respond to emails during the meeting. This means that email and text message requests made to speak by phone on additional agenda items during the meeting cannot be accommodated during the meeting.**

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting. For people who are Deaf or hard of hearing dial 711 or 1-800-735-2929 (TTY) or 1-800-735-2922 (voice) for California Relay Service (CRS) assistance. If you require accommodations to participate in the meeting, please contact the City Clerk's Office at (323) 848-6800 at least 72 hours before the meeting date.

Special meeting related accommodations (e.g., transportation) may be provided upon written request to the Office of the City Clerk at least 48 hours prior to the meeting. For information on public transportation, call 323-GO-METRO (323/466-3876) or go to www.metro.net.

If you would like additional information on any item appearing on this agenda, please contact the Office of the City Clerk at (323) 848-6800.

Note: Any agenda item(s) not initiated by 11:00 p.m. may be continued to a subsequent City Council meeting. The City Council may direct staff to continue the item(s) to an already scheduled City Council meeting or may adjourn this meeting to an adjourned regular meeting to consider the item(s).

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

ROLL CALL:

REPORT OF CLOSED SESSION AGENDA:

APPROVAL OF AGENDA:

LEVINE ACT DISCLOSURES: This time has been set aside for any Councilmember to provide their disclosures subject to the Levine Act for any item(s) on the posted agenda.

ADJOURNMENT MOTIONS:

SPECIAL PRESENTATION: Congressman Friedman will provide a Presentation to the City Council.

PRESENTATIONS:

A. PUBLIC COMMENT: The City Council values your comments; however, pursuant to the Brown Act, the Council cannot take action on items not listed on the posted agenda. The public comment period is limited to 20 minutes, with 2 minutes allotted for each speaker. This public comment period is to address the City Council on Consent Calendar items, other agenda items (if the member of the public cannot be present at the time the item is considered) or items of general interest within the jurisdiction of the City Council. Another period is also reserved for general comment later in the meeting for those that could not be heard at this time. Public Hearing testimony will only be taken at the time of the hearing.

A.1. PUBLIC COMMENTS ON CONSENT CALENDAR ITEMS WHICH HAVE NOT BEEN REMOVED FROM THE CONSENT CALENDAR:

A.2. PUBLIC COMMENTS, GENERAL INTEREST:

CITY MANAGER'S REPORT: This time has been set aside for the City Manager to update the Council on important items initiated by staff or previously requested by the City Council.

FISCAL IMPACT ON CONSENT CALENDAR:

B. CONSENT CALENDAR: The following routine matters can be acted upon by one motion. Individual items may be removed by the Council for separate discussion. Items removed for separate discussion will be heard following New Business Items. The title is deemed to be read and further reading waived of any ordinance listed on the consent calendar for introduction or adoption.

B.1. POSTING OF AGENDA [M. CROWDER]:

SUBJECT: The agenda for the meeting of Monday, August 4, 2025, was posted at City Hall, Plummer Park, and the Aquatics & Recreation Center (ARC) on Wednesday, July 30, 2025.

RECOMMENDATION: Receive and file.

B.2. APPROVAL OF THE JULY 7, 2025 CITY COUNCIL MEETING MINUTES [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: The City Council is requested to approve the minutes of the July 7, 2025 City Council Meeting Minutes.

RECOMMENDATION: Approve the City Council meeting minutes of July 7, 2025.

B.3. APPROVAL OF DEMAND REGISTER NO. 974 [E. TSIPIS, K. BARENG, S. HERNANDEZ]:

SUBJECT: The City Council shall receive the Demand Register for period ending July 25, 2025 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.

RECOMMENDATION: Approve Demand Register No. 974 and Adopt Resolution No. 25-053: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 974".

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 two (2) Claims for Damages from Miguel Angel Rebollar and Tali Elbaz.

RECOMMENDATION: Receive and file.

B.5. ADOPT ORDINANCE NO. 25-15 (2ND READING): "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 10, VEHICLES AND TRAFFIC OF THE WEST HOLLYWOOD MUNICIPAL CODE, UPDATING THE LIST OF CONTEXT-APPROPRIATE SPEED LIMITS IN CONFORMANCE WITH THE CALIFORNIA VEHICLE CODE; AND FINDING THAT SUCH ACTION DOES NOT QUALIFY AS A PROJECT SUBJECT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT AND IS OTHERWISE EXEMPT UNDER STATE CEQA GUIDELINES SECTION 15061(B)(3)" [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 25-15, amending Title 10, Vehicles and Traffic of the West Hollywood Municipal Code, updating the list of context-appropriate speed limits in conformance with the California Vehicle Code; and finding that such action does not qualify as a project subject to the California Environmental Quality Act and is otherwise exempt under State CEQA Guidelines Section 15061(B)(3).

RECOMMENDATION: Waive further reading and adopt Ordinance No. 25-15: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 10, VEHICLES AND TRAFFIC OF THE WEST HOLLYWOOD MUNICIPAL CODE, UPDATING THE LIST OF CONTEXT-APPROPRIATE SPEED LIMITS IN CONFORMANCE WITH THE CALIFORNIA VEHICLE CODE; AND FINDING THAT SUCH ACTION DOES NOT QUALIFY AS A PROJECT SUBJECT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT AND IS OTHERWISE EXEMPT UNDER STATE CEQA GUIDELINES SECTION 15061(B)(3)".

- B.6. COMMISSION AND ADVISORY BOARD MEETING SYNOPSES [J. JIMENEZ, M. CROWDER, L. MORALES]:**
SUBJECT: The City Council will receive Synopses from the Arts and Cultural Affairs Commission, the Human Services Commission, and the Rent Stabilization Commission.
RECOMMENDATION: Receive and file.
- B.7. AGREEMENT FOR CONSULTING SERVICES WITH PARK CONSULTING GROUP INC. [E. TSIPIS]:**
SUBJECT: The City Council will consider approving a consulting service agreement with Park Consulting Group, Inc., for services related to support and enhancements to the Tyler Enterprise Permitting and Licensing software.
RECOMMENDATIONS: 1) Approve an Agreement for Consulting Services with Park Consulting Group, Inc., for a total not-to-exceed amount of \$350,000; and 2) Authorize the City Manager or designee to execute documents incident to the Agreement.
- B.8. AMENDMENT NO. 5 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.
RECOMMENDATIONS: 1) Approve Amendment No. 5 to the Agreement for Services with Magna Consulting & Design to increase the Amount of the Agreement by \$120,000 for a total not-to-exceed amount of \$588,678; and 2) Authorize the City Manager or designee to execute documents incident to the Agreement.
- B.9. AWARD OF MAINTENANCE CONTRACTS TO OMEGA CONSTRUCTION COMPANY, INC. AND OLYMPOS CONSTRUCTION, INC. FOR ON-CALL CITYWIDE PAINTING SERVICES [H. COLLINS, E. HAMANT]:**
SUBJECT: The City Council will consider awarding maintenance contracts to provide on-call Citywide painting services to Omega Construction Company, Inc. and Olympos Construction, Inc.
RECOMMENDATIONS: 1) Approve an Agreement for Maintenance Services with Omega Construction Company, Inc. to provide on-call Citywide painting services for a total not-to-exceed amount of \$600,000; 2) Approve an Agreement for Maintenance Services with Olympos Construction, Inc. to provide on-call Citywide painting services for a total not-to-exceed amount of \$600,000; and 3) Authorize the City Manager, or designee, to execute all documents incident to these Agreements.

- B.10. AUTHORIZE THE USE OF COOPERATIVE PURCHASING AGREEMENTS FOR FISCAL YEAR 2025-2026 [E. TSIPIS, B. ROSEN]:**
SUBJECT: The City Council will consider authorizing the use of cooperative Purchasing Agreements for the procurement of goods and related services for Fiscal Year 2025-2026.
RECOMMENDATIONS: 1) Authorize the Finance & Technology Services Department to issue Fiscal Year 2025-2026 Purchase Orders for new cooperative purchasing agreements, subject to the review by the City Attorney, for contracts that are competitively bid contracts under Purchasing Alliances, as needed, in an amount not-to exceed \$ 75,000; and 2) Authorize the Finance & Technology Services Department to issue Fiscal Year 2025-2026 Purchase Orders for existing contracts in an amount not-to-exceed the authorized amount listed in table.
- B.11. QUARTERLY ECONOMIC DATA AND ECONOMIC STUDY UPDATE [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:**
SUBJECT: The City Council will receive an update on the City's Economic Data and progress on the 2024 Economic Study action items.
RECOMMENDATION: Receive and file.
- B.12. FIRST LEGISLATIVE UPDATE FOR YEAR 1 OF THE 2025-2026 REGULAR SESSION OF THE CALIFORNIA LEGISLATURE AND FEDERAL ADVOCACY EFFORTS [Y. QUARKER, A. LOVANO, H. MOLINA]:**
SUBJECT: The City Council will receive the first legislative update report on the City's lobbying efforts in the California State Legislature during Year 1 of the 2025-2026 regular legislative session and a brief description of current advocacy efforts at the federal level.
RECOMMENDATION: Receive and file.
- B.13. FISCAL YEAR 2025-26 CULTURAL EVENTS AND WAIVER OF FACILITY USE FEES FOR EVENTS SUPPORTING THE RUSSIAN-SPEAKING COMMUNITY [Y. QUARKER, A. LOVANO, J. DEL TORO, T. RODZINEK]:**
SUBJECT: The City Council will consider approving the programming of cultural events for Fiscal Year 2025-26, hosted by local non-profit organizations in support of the Russian-Speaking community.
RECOMMENDATIONS: 1) Approve programming of cultural events hosted by local non-profit organizations in support of the Russian-speaking community during FY 2025-26; 2) Allow nonprofit organizations to charge fees or accept donations to offset production costs for performances or related projects; 3) Authorize use of the City's name and logo on promotional and collateral materials; 4) Direct the Communications Department to utilize all appropriate communication tools to promote the events including, but not limited to, the City's website, press release, and social media tools; 5) Authorize the City Manager or

his designee to negotiate and approve the related contractual agreements with the selected local non-profit organizations in support of the Russian-speaking community during FY 2025-26; 6) Approve the waiver of facility use fees for organizations as listed in this report; 7) Authorize an additional hour of validated parking for event participants at the 5-story West Hollywood Park garage, up to a total of 3 hours; 8) Approve the waiver of the 3-hour parking restrictions at Plummer Park for events that exceed 2 hours; and 9) Authorize staff to waive other special events permit fees and other ancillary fees as deemed necessary.

B.14. ACCEPT AN EASEMENT AND RIGHT OF WAY FOR PUBLIC STREET AND SIDEWALK PURPOSES ALONG THE DICKS STREET FRONTAGE OF THE SERAI CAPITAL LLC DEVELOPMENT PROJECT AT 9012 DICKS STREET [H. COLLINS, J. GILMOUR]:

SUBJECT: The City Council will consider accepting an easement and right of way for street and sidewalk purposes along the Dicks Street frontage of the Serai Capital LLC development project located at 9012 Dicks Street. This item is categorically exempt from the California Environmental Quality Act (CEQA), acceptance of the Grant of Easement for Public Sidewalk and Parkway Purposes pursuant to CEQA Guidelines sections 15301 and 15305.

RECOMMENDATIONS: 1) Adopt Resolution No. 25-_____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ACCEPTING GRANT OF EASEMENT FOR PUBLIC SIDEWALK AND PARKWAY PURPOSES AT 9012 DICKS STREET IN THE CITY OF WEST HOLLYWOOD"; and 2) Direct the City Clerk to submit a certified copy of Resolution No. 25-_____, as well as the Easement in Exhibit A of Attachment A for recordation by the office of the Recorder of the County of Los Angeles.

B.15. ADOPTION OF A RESOLUTION APPOINTING ONYX JONES AS AN INTERIM DIRECTOR OF FINANCE AND TECHNOLOGY SERVICES PURSUANT TO GOVERNMENT CODE SECTION 21221(H) [J. JIMENEZ, R. NAPPER, C. LEUNG, C. KOKUBUN, D. WILSON]:

SUBJECT: The City Council will consider adopting a Resolution approving an Interim Director of Finance and Technology Services pursuant to Government Code Section 21221(h) to temporarily employ Onyx Jones to perform limited duration work and fill the critically needed vacant Director of Finance and Technology Services position.

RECOMMENDATION: Adopt Resolution No. 25-_____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPOINTING ONYX JONES AS AN INTERIM DIRECTOR OF FINANCE AND TECHNOLOGY SERVICES PURSUANT TO GOVERNMENT CODE SECTION 21221(H)."

C. PUBLIC HEARINGS:

C.1. PROPOSED ZONE TEXT AMENDMENT TO STREAMLINE THE REGULATIONS AND APPROVAL OF ACCESSORY BUSINESS USES AND INCIDENTAL BUSINESS ACTIVITIES [J. ALKIRE, F. CONTRERAS, T. FARRIS, P. PORTWOOD, M. MONTENEGRO, R. SHARMA]:

SUBJECT: The City Council will consider a Zone Text Amendment (ZTA) to simplify the approval process for Accessory Business Uses (ABUs) and Incidental Business Activities, fostering innovation, adaptability, and a broader mix of creative business models. The proposed ZTA aligns with the goals and objectives of the West Hollywood Small Business Initiative. The proposed Ordinance is categorically exempt from the provisions of the California Environmental Quality Act (CEQA), pursuant to Sections 15061(b)(3) and 15378(b)(5) of the State CEQA Guidelines, as it has no potential for significant environmental impact.

RECOMMENDATION: Staff recommends that the City Council hold a public hearing, listen to all pertinent testimony, and introduce on first reading Ordinance No. 25-_____: “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING AN AMENDMENT TO TITLE 19, ZONING ORDINANCE OF THE WEST HOLLYWOOD MUNICIPAL CODE, TO STREAMLINE THE REGULATIONS AND APPROVAL OF ACCESSORY BUSINESS USES AND INCIDENTAL BUSINESS ACTIVITIES, AND FINDING SUCH ACTION DOES NOT QUALIFY AS A PROJECT SUBJECT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT AND IS OTHERWISE EXEMPT UNDER STATE CEQA GUIDELINES SECTION 15061(b)(3) and 15378(b)(5).”

C.2. ZONE TEXT AMENDMENT TO ADOPT NEW POLICIES, REGULATIONS, DESIGN STANDARDS, AND DEFINITIONS FOR SHARED HOUSING BUILDINGS AND SHARED HOUSING UNITS IN THE CITY OF WEST HOLLYWOOD [N. MARICICH, J. ALKIRE, F. CONTRERAS, T. FARRIS]:

SUBJECT: The City Council will consider introducing on first reading an Ordinance approving a Zone Text Amendment (ZTA) to adopt new policies, regulations, design standards, and definitions for Shared Housing Buildings and Shared Housing Units. The proposed Ordinance is categorically exempt from the provisions of the California Environmental Quality Act (CEQA), pursuant to section §15061(b)(3) (Common Sense Exemption) of the State CEQA Guidelines.

RECOMMENDATION: Introduce on first reading Ordinance No. 25 – _____: “AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 19, ZONING ORDINANCE OF THE CITY OF WEST HOLLYWOOD MUNICIPAL CODE IMPLEMENTING NEW POLICIES REGULATING SHARED HOUSING BUILDINGS AND SHARED

HOUSING UNITS IN THE CITY OF WEST HOLLYWOOD IN ACCORDANCE WITH STATE LAW AND FINDING SUCH ACTION DOES NOT QUALIFY AS A PROJECT SUBJECT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT AND IS OTHERWISE EXEMPT UNDER STATE CEQA GUIDELINES SECTION §15061(b)(3).”

C.3. EQUITABLE BUILDING PERFORMANCE STANDARDS (EBPS) [J. ALKIRE, F. CONTRERAS, C. SHEN]:

SUBJECT: The City Council will consider introducing on first reading an Ordinance to establish Building Energy Benchmarking and Performance Standards for existing buildings and finding the action to be exempt from the provisions of the California Environmental Quality Act (CEQA), pursuant to Sections 15301, 15302, and 15308 of the State CEQA Guidelines. The City Council will also consider directing Staff to issue a Request for Proposals for building performance standards implementation services and software.

RECOMMENDATIONS: 1) Introduce on first reading Ordinance No. 25-____: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING TITLES 9 AND 15 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO ESTABLISH BUILDING ENERGY BENCHMARKING AND PERFORMANCE STANDARDS FOR COVERED BUILDINGS AND FINDING THE ORDINANCE EXEMPT FROM CEQA PURSUANT TO STATE CEQA GUIDELINES SECTIONS 15301, 15302, AND 15308"; 2) Direct Staff to prepare and issue a Request for Proposals for building performance standards implementation services and software; and 3) Direct Staff to include prioritization of the Equitable Building Performance Standards implementation in upcoming prioritization discussions with the City Council Finance and Budget Subcommittee.

D. LEGISLATIVE:

D.1. AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, ESTABLISHING ARTICLE VI, "COMMERCIAL DISTRICTS," OF TITLE 5 OF THE WEST HOLLYWOOD MUNICIPAL CODE AND ADDING CHAPTER 5.132 TO TITLE 5 TO ESTABLISH THE WEST HOLLYWOOD RAINBOW DISTRICT [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:

SUBJECT: The City Council will consider an Ordinance adding Article VI, "Commercial Districts," and Chapter 5.132, "West Hollywood Rainbow District," to Title 5 of the West Hollywood Municipal Code to formally establish the West Hollywood Rainbow District and find the action exempt from CEQA.

RECOMMENDATION: Introduce on first reading, by title only, Ordinance No. 25-____: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, ESTABLISHING ARTICLE VI, "COMMERCIAL DISTRICTS," OF TITLE 5 OF THE WEST HOLLYWOOD MUNICIPAL CODE, ADDING CHAPTER 5.132 TO

ARTICLE VI OF TITLE 5 TO ESTABLISH THE WEST HOLLYWOOD RAINBOW DISTRICT, AND FINDING THE ACTION EXEMPT FROM CEQA.”

D.2. AMENDMENT NO. 3 TO THE MARKETING SUPPORT AGREEMENT FOR SERVICES WITH WEST HOLLYWOOD TOURISM MARKETING FUND, DBA EMERALD VILLAGE WEST HOLLYWOOD AND INTRODUCE ON FIRST READING AN ORDINANCE AMENDING CHAPTER 3.36 (BUSINESS LICENSE TAX) OF THE WEST HOLLYWOOD MUNICIPAL CODE TO EXTEND FOR ONE YEAR A TEMPORARY TAX REBATE FOR ALL ELIGIBLE CANNABIS BUSINESSES THROUGH JUNE 30, 2026 [L. BIERY, P. KESPRADIT, L. D’AMBROSIA, E. TSIPIS, A. RUIZ]:

SUBJECT: The City Council will consider amending the Agreement for Marketing Support with West Hollywood Tourism Marketing Fund, DBA Emerald Village West Hollywood, for cannabis marketing extending the term and consideration of the Agreement and introduce on first reading an Ordinance to extend the temporary 2% cannabis rebate to June 30, 2026, including a fiscal impact of \$590,000.

RECOMMENDATIONS: 1) Approve Amendment No. 3 to the Marketing Support Agreement with the West Hollywood Tourism Marketing Fund, DBA Emerald Village West Hollywood to extend the term of the agreement by eleven months to June 30, 2026 and to increase the not-to-exceed amount by \$200,000 (for a total not-to-exceed amount of \$440,146); 2) Introduce on first reading Ordinance No. 25-_____: “AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER 3.36 (BUSINESS LICENSE TAX) OF THE WEST HOLLYWOOD MUNICIPAL CODE TO EXTEND FOR ONE YEAR A TEMPORARY TAX REBATE FOR ALL ELIGIBLE CANNABIS BUSINESSES THROUGH JUNE 30, 2026”; 3) Authorize the Director of Finance & Technology Services to allocate \$200,000 from unallocated reserves in the General Fund to increase the expenditure budget for the Marketing Support Agreement; 4) Direct staff to adjust revenues during the FY26 Mid-Year Budget process to reflect the anticipated revenue decrease of \$390,000 associated with the proposed Ordinance to extend the temporary 2% cannabis rebate to June 30, 2026; and 5) Authorize the City Manager or designee to execute documents incident to the Agreement.

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 At-large appointments to the City’s Commissions and Advisory Boards.

RECOMMENDATIONS: Make new appointments or re-appointments to City Commissions and Advisory Boards with terms ending February 28, 2027, as follows: 1) Call for nominations for the At-large appointments for

the following Commissions: Historic Preservation Commission - 2 At-large appointments; and 2) Call for nominations for the At-large appointments to the following Advisory Boards: Transgender Advisory Board - 2 At-large appointments.

F. NEW BUSINESS:

F.1. RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE PURCHASE OF REAL PROPERTY LOCATED AT 7710 SANTA MONICA BOULEVARD, IN THE CITY OF WEST HOLLYWOOD [S. CAMPBELL, B. LEAGUE, A. BARTLE]:

SUBJECT: The City Council will consider adopting a Resolution approving the purchase of real property located at 7710 Santa Monica Boulevard in the City of West Hollywood. Approval of the Property Purchase Sale Agreement is not a “project” under State CEQA Guidelines section 15378(a) and, alternatively, is exempt from CEQA review.

RECOMMENDATIONS: 1) Adopt Resolution No. 25-_____: “RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE PURCHASE OF REAL PROPERTY LOCATED AT 7710 SANTA MONICA BOULEVARD, IN THE CITY OF WEST HOLLYWOOD”; 2) Authorize the Director of Finance and Technology Services to allocate \$2,000,000 plus all related closing and due diligence cost up to \$150,000 from unallocated General Fund Reserves in Fiscal Year 2026 to account number 301-4-40-57-702034; and 3) Authorize the City Manager to negotiate and execute all necessary documents to facilitate the purchase of real property located at 7710 Santa Monica Boulevard.

F.2. RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE GROUND LEASE WITH THE OPTION TO PURCHASE REAL PROPERTY LOCATED AT 8327-8329 SANTA MONICA BOULEVARD, IN THE CITY OF WEST HOLLYWOOD [S. CAMPBELL, B. LEAGUE, A. BARTLE]:

SUBJECT: The City Council will consider adopting a Resolution approving the ground lease with an option to purchase real property located at 8327-8329 Santa Monica Boulevard in the City of West Hollywood. Approval of the property ground lease and purchase option Agreement is not a “project” under State CEQA Guidelines section 15378(a) and, alternatively, is exempt from CEQA review.

RECOMMENDATIONS: 1) Adopt Resolution No. 25-_____: “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE GROUND LEASE WITH AN OPTION TO PURCHASE REAL PROPERTY LOCATED AT 8327-8329 SANTA MONICA BOULEVARD, IN THE CITY OF WEST HOLLYWOOD”; 2) Authorize the Director of Finance and Technology Services to allocate \$9,539,164 from Unallocated General Fund Reserves in Fiscal Year 2026 to account number 301-4-40-57-702030 for the Ground Lease and Option

to Purchase Agreement. The total purchase price includes the exclusive \$6,000,000 option to purchase at the end of the 10-year period, the \$300,000 base rent for the lease per year with an annual 3% escalation, a deposit of \$75,000, and up to \$25,000 for due diligence and closing costs; and 3) Authorize the City Manager to negotiate and execute all necessary documents for the Ground Lease with the option to purchase and any easements or restrictive covenants necessary for the purchase of real property located at 8327-8329 Santa Monica Boulevard.

F.3. CO-SPONSORSHIP OF REWRITE THE BILINE'S "BI+ NARRATIVES IN FILM, TV, AND THE ARTS" PANEL [C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO, M. MARQUEZ]:

SUBJECT: The City Council will consider a Co-Sponsorship Agreement with ReWrite the BiLine's panel "Bi+ Narratives in Film, TV, and the Arts", to be held in the West Hollywood City Council Chambers on Friday, September 19, 2025 in recognition of BiVisibility Week.

RECOMMENDATIONS: 1) Approve a Co-Sponsorship Agreement with ReWrite the BiLine for the "Bi+ Narratives in Film, TV, and the Arts" panel to be held in the West Hollywood City Council Chambers on Friday, September 19, 2025; 2) Authorize the City Manager to execute documents incident to the Agreement; 3) Authorize the use of the City name and logo on invitations, programs, and other collateral materials; 4) Waive the Facility Use Fee for the use of the West Hollywood City Council Chambers (\$390); 5) Waive parking at the 5-story parking structure for an estimated 100 attendees (\$1,028); and 6) Direct the Communications Department to utilize all appropriate communication tools to promote the event.

F.4. CO-SPONSORSHIP OF ONE ARCHIVES CIRCA: LGBTQ+ HISTORIES FESTIVAL [C. BYERS, J. HEILMAN, Y. QUARKER, A. LOVANO, J. DEL TORO]:

SUBJECT: The City Council will consider approving a Co-Sponsorship Agreement with ONE Archives Foundation dba "ONE Institute" for its third annual month-long event, Circa: LGBTQ+ Histories Festival, taking place in October 2025 at various locations in West Hollywood and surrounding cities.

RECOMMENDATIONS: 1) Approve a Co-Sponsorship Agreement with ONE Archives Foundation dba "ONE Institute" for the Circa: LGBTQ+ Histories Festival, taking place during the month of October 2025 in West Hollywood and surrounding cities; 2) Authorize the City Manager or his designee to execute documents incident to the Co-sponsorship Agreement between the City and ONE Archives Foundation; 3) Authorize the Director of Finance & Technology Services to approve the use of \$30,000 from Fiscal Year 2026 budgeted funds in the Special Council Programs account number 100-1-01-00-531001 for costs associated with these events; 4) Authorize the use of the City name and logo on invitations, programs, and other collateral materials for this event; and 5) Direct 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.

F.5. NAMING OF AN ANNUAL AWARD IN HONOR OF GENEVIEVE MORRILL [J. ERICKSON, D. HANG, Y. QUARKER, A. LOVANO, J. DEL TORO]:

SUBJECT: The City Council will consider working with the Women's Advisory Board to name an annual award in honor of Genevieve Morrill, in recognition of her years of dedicated service to the business community in West Hollywood, and to present the award as part of future Women in Leadership Awards events.

RECOMMENDATION: Direct staff to work with the Women's Advisory Board to name an annual award in honor of Genevieve Morrill, in recognition of her years of dedicated service to the business community in West Hollywood, and to present the award as part of future Women in Leadership Awards events.

F.6. DIRECTION TO INCLUDE EMERGENCY COMMUNICATION REQUIREMENT IN SOCIAL SERVICES AGREEMENTS FOR THE OCTOBER 1, 2025 – SEPTEMBER 30, 2028 TERM [L. MEISTER, Y. QUARKER, A. LOVANO, J. DEL TORO]:

SUBJECT: The City Council will consider directing staff to develop and, as feasible, include language in all Agreements for Services with social services providers for the upcoming new three-year contract term from October 1, 2025, to September 30, 2028 to require contracted agencies, at the request of the City, to coordinate and assist in emergency communications — such as evacuation notices or public safety alerts — with their West Hollywood clients.

RECOMMENDATION: Direct staff to work with the City Attorney's office to develop and, as feasible, include language in all Agreements for Services with social services providers for a three-year term covering the period from October 1, 2025, to September 30, 2028 to require, at the request of the City, contracted agencies coordinate and assist in emergency communications — such as evacuation notices or public safety alerts — with their West Hollywood clients.

F.7. PROHIBITING SALE AND USE OF ALGORITHMIC DEVICES FOR RESIDENTIAL RENTAL PRICES [C. BYERS, J. ERICKSON, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:

SUBJECT: The City Council will consider directing Staff and the City Attorney to draft an ordinance to prohibit the sale and use of algorithmic devices to set residential rental prices.

RECOMMENDATIONS: 1) Direct Staff and the City Attorney to research and draft an ordinance prohibiting the sale and use of algorithmic devices to set residential rental prices; and 2) Return to the City Council within six months with a draft ordinance for review and consideration.

F.8. RECOGNITION OF INTERSEX AWARENESS – FLAG DISPLAY [J. ERICKSON, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:

SUBJECT: The City Council will consider directing Staff to fly the intersex flag at City Hall and on the Santa Monica Boulevard medians from October 19, 2025 through October 26, 2025, in recognition of October as Intersex Awareness Month in the City of West Hollywood.

RECOMMENDATION: Direct Staff to fly the intersex flag at City Hall and on the Santa Monica Boulevard medians from October 19, 2025 through October 26, 2025, in recognition of Intersex Awareness Month.

F.9. UPDATE TO THE CITY’S FLAG POLICY AND DISPLAY OF THE PROGRESS FLAG [J. HEILMAN, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:

SUBJECT: The City Council will consider adopting a Resolution to update the City’s flag policy to remove the displayed Lambda Pride Flag from the Santa Monica Boulevard medians and replace it with the Progress Flag.

RECOMMENDATION: Adopt Resolution No. 25-_____: “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE FLAG POLICY”, which will replace the Lambda Pride Flag currently on display in the Santa Monica Boulevard medians with the Progress Flag.

EXCLUDED CONSENT CALENDAR: Items removed from the Consent Calendar for separate discussion are considered at this time.

PUBLIC COMMENT: This time has been set aside for the public to address the Council on any item of interest within the subject matter jurisdiction of the Council that could not be heard under Item 1 at the beginning of the meeting.

COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS: This portion of the meeting is set aside for general comments, announcements, requests of staff, subcommittee meeting reports, and/or other issues of concern from members of the City Council.

ADJOURNMENT: The City Council will adjourn to its next regular meeting, which will be on Monday, August 18, 2025 at 6:00 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

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are available on-line at
www.weho.org**

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Date: **July 30, 2025**

Signature: *Eric Matikosh*
Office of the City Clerk

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
CLOSED SESSION AGENDA**

**MONDAY, AUGUST 4, 2025
5:30 P.M.**

**COUNCIL CHAMBERS
CLOSED SESSION ROOM
625 N. SAN VICENTE BLVD.
WEST HOLLYWOOD, CA 90069**

- 1. CONVENE IN OPEN SESSION**
- 2. PUBLIC COMMENT ON THE CLOSED SESSION AGENDA**
- 3. RECESS TO CLOSED SESSION**
- 4. LITIGATION**

The City Council finds, based on advice from the City Attorney, that discussion in open session of the following described matters will prejudice the position of the City in existing and potential litigation:

a. CONFERENCE WITH LEGAL COUNSEL- EXISTING LITIGATION G.C. § 54965.9(d)(1):

1. *Ballard v. City of West Hollywood et al.*, U.S. Central District Court of California (Case No. 2:23-cv-04367-FMO (AGRx))
2. *City of West Hollywood vs. Avis Copelin*, Los Angeles County Superior Court (Case No. 24STCV09012)
3. *City of West Hollywood v. Structura, Inc. et al.*, Los Angeles Superior Court (Case No. 25STCV21511)

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