

**CITY OF WEST HOLLYWOOD  
CITY COUNCIL  
MINUTES  
MONDAY, DECEMBER 1, 2025  
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM – COUNCIL CHAMBERS  
625 N. SAN VICENTE BOULEVARD  
  
6:00 PM – REGULAR MEETING**

THE CITY OF WEST HOLLYWOOD HAS ADOPTED BRIEF SUMMARY AND ACTION MEETING MINUTES, WHICH PROVIDE A SUMMARY OF THE ACTIONS TAKEN AND POINTS OF DISCUSSION ONLY. ADDITIONAL COMMENTS OR INDIVIDUAL DISCUSSIONS REGARDING ANY ITEM SUMMARIZED IN THESE MINUTES MAY BE OBTAINED BY VIEWING THE ARCHIVED VIDEOS OF THE CITY COUNCIL MEETINGS AT [www.weho.org/wehotv](http://www.weho.org/wehotv).

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

**PLEDGE OF ALLEGIANCE:** West Hollywood Elementary School students Isla Neal, Margot Reschke, Easton Noble, Aurora Pearce, and Alessandra Solano led the Pledge of Allegiance.

**ROLL CALL:**

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

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

**REPORT OF CLOSED SESSION AGENDA:**

City Attorney Lauren Langer reported that the City Council convened the Closed Session at 5:00 p.m. to discuss the one (1) item listed on the posted agenda, noted that no members of the public provided public comment, and adjourned at 5:25 p.m. Mayor Byers announced that the City Council selected Jackie Rocco as the next City Manager, subject to approval of her contract at the December 15 City Council meeting.

**APPROVAL OF AGENDA:**

City Council Changes:

- Items F.1. and F.4., moved to the Consent Calendar as Items B.10. and B.11., respectively.

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

**LEVINE ACT DISCLOSURES:** None.

City Council Minutes  
Monday, December 1, 2025  
Page 2

### **ADJOURNMENT MOTIONS:**

Councilmember Erickson requested that the meeting be adjourned in memory of Alice Wong.

### **PRESENTATIONS:**

The City Council presented a Certificate to West Hollywood Elementary School students Isla Neal, Margot Reschke, Easton Noble, Aurora Pearce, and Alessandra Solano for leading tonight's Pledge of Allegiance.

Councilmember Hang presented a Proclamation to the Executive Director of It Gets Better, Brian Wenpey, in recognition of the organization's 15<sup>th</sup> Anniversary.

### **PUBLIC COMMENT:**

*The following speakers provided public comment in Council Chambers:*

KAREN EYRES, WEST HOLLYWOOD, spoke in support of Agenda Item F.4. and expressed support for moving forward with a plan to address cat overpopulation and protect local wildlife amid increasing coyote activity.

KATHERYNE KTEE THOMAS, on behalf of the WOMEN'S ADVISORY BOARD, spoke regarding recent regional and statewide collaborations on women's health and equity issues, shared October awareness efforts, highlighted community safety discussions with City officials, and previewed plans for a Women's Health Symposium during Women's History Month.

SHANNON HUSTON, on behalf of PATHWAYS LA, spoke regarding the organization's 35-year partnership with the City and requested Council's support to expand preschool and childcare services and secure larger, improved facilities to serve up to 85 children.

DAVID NASH, WEST HOLLYWOOD, spoke in gratitude for the AIDS monument, expressed frustration with inappropriate behavior by the manager of his apartment building, and urged the City to intervene and coordinate with the Actors Fund.

MJ GODGES and RENEE SOTILE, WEST HOLLYWOOD, spoke in support of Agenda Item F.4., thanked the City for expanding the Community Cats TNR program, reported that over 100 cats have been spayed/neutered and 12 rehomed, and emphasized the program's importance in reducing shelter overpopulation and preventing future litters.

EDD HOLMAN, WEST HOLLYWOOD, congratulated Jackie Rocco on her promotion to City Manager, requested that the City work with Southern California Edison to avoid scheduling power shutoffs near major holidays due to food spoilage concerns, shared tips for safely discouraging coyotes, and thanked the City for installing new bollards on Fountain Avenue.

City Council Minutes  
Monday, December 1, 2025  
Page 3

MICHAEL GARTON, WEST HOLLYWOOD, spoke regarding concerns with a red curb in front of his apartment building and requested that it be removed to create a needed parking space. He also asked for help dismissing a visitor parking ticket issued to his daughter after her permit fell from the dashboard.

*The following speaker provided public comment via ZOOM:*

ADAM DARVISH, WEST HOLLYWOOD, congratulated Jackie Rocco for her promotion to City Manager, thanked the Sheriff's Department for resuming bicycle patrols, and urged the City to expand nighttime and weekend enforcement to address late-night noise, street racing, and trash impacting residents.

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

Assistant City Manager Jackie Rocco shared that the WeHo Winter Ice Rink at West Hollywood Park is officially open and will be open daily through December 21 with varying weekday and weekend hours. She also announced the Rainbow District Winter Market taking place December 6 and 7 with shopping, food, DJs, and local artisans. She announced that the City has also launched a new online newsletter platform, "Hello WeHo," to provide timely community updates through a website, a twice-monthly email, and a weekly text digest. Additionally, she commented that the City recognized World AIDS Day with commemorative programming, including the AIDS Watch memorial and a gathering at the Stories monument, and invited the community to attend the Paul Andrew Stark Warrior Awards on December 10 as part of the City's ongoing HIV Zero Initiative efforts.

### **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.1. and F.4., was \$1,231,693 in expenditures, \$300,000 in revenues, and (\$0) in waived fees.

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

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

#### **B.1. POSTING OF AGENDA:**

*SUBJECT: The agenda for the meeting of Monday, December 1, 2025, was posted at City Hall, Plummer Park, and the Aquatics & Recreation Center (ARC) on Wednesday, November 26, 2025.*

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

#### **B.2. APPROVAL OF MINUTES:**

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

**ACTION:** Approved the minutes of November 17, 2025. **Approved as part of the Consent Calendar.**

**B.3. APPROVAL OF DEMAND REGISTER NO. 981 [O. JONES, K. BARENG, S. HERNANDEZ]:**

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

**ACTION:** Approved Demand Register No. 981 and adopted Resolution No. 25-078: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 981." **Approved as part of the Consent Calendar.**

**B.4. ADOPT ORDINANCE NO. 25-20 (2ND READING) "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" [J. JIMENEZ, M. CROWDER, L. MORALES]:**

*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 25-20, amending Title 9 and 15 of the West Hollywood Municipal Code to establish building and energy benchmarking and performance standards for covered buildings and finding the Ordinance exempt from CEQA pursuant to State CEQA Guidelines Section 15301, 15302, and 15308.*

**ACTION:** Waived further reading and adopted Ordinance No. 25-20: "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." **Approved as part of the Consent Calendar.**

**B.5. SUMMARY REPORT FOR YEAR 1 OF THE 2025-2026 REGULAR SESSION OF THE CALIFORNIA LEGISLATURE AND FEDERAL ADVOCACY EFFORTS [D. WILSON, A. LOVANO, H. MOLINA]:**

*SUBJECT: The City Council will receive a summary report on the City's lobbying efforts in the California State Legislature during Year 1 of the 2025-2026 regular legislative session and federal advocacy efforts.*

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

**B.6. NEIGHBORHOOD TRAFFIC CALMING AND SAFETY MEASURES [H. COLLINS, J. GILMOUR, R. GARLAND, W. DAVIS]:**

*SUBJECT: The City Council will consider the approval of traffic calming and safety measures, as part of the ongoing Neighborhood Traffic Management Program process.*

**ACTION:** Approved traffic calming and safety measures to the following: a) 500 block of Alfred Street speed lumps, b) 8437-8451 block of Clinton Avenue speed lump, and c) 900 block of Hancock Avenue speed lump.

**Approved as part of the Consent Calendar.**

**B.7. PRESENTATION OF WINTER SOUNDS AT THE PEPPERMINT CLUB [L. BIERY, R. EHEMANN, J. TRIBBLE]:**

*SUBJECT: The City Council will consider approving the presentation of Winter Sounds, the city's free indoor concert series, on January 24, 2026, February 7, 2026, and February 21, 2026, to take place at The Peppermint Club located at 8713 Beverly Boulevard in West Hollywood.*

**ACTIONS:** 1) Approved the presentation of Winter Sounds, the city's free winter indoor concert series, on January 24, 2026, February 7, 2026, and February 21, 2026, to take place at The Peppermint Club located at 8713 Beverly Boulevard in West Hollywood; 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 concert series including, but not limited to, the City's website, press release, and social media tools; 4) Authorized the City Manager or his designee to negotiate and execute all documents; and 5) Authorized the City Manager to negotiate and execute the Agreement with Live Nation for use of the Peppermint Club as this year's venue for Winter Sounds. **Approved as part of the Consent Calendar.**

**B.8. AMENDMENTS TO THE AGREEMENTS FOR THE PROVISION OF ADMINISTRATIVE HEARING OFFICER SERVICES [C. SAFRIET, G. AVILES, R. VINALON]:**

*SUBJECT: The City Council will consider Amendments to the Agreements for services related to hearing officer services for rent stabilization hearings, compliance determinations, and appeals.*

**ACTIONS:** 1) Approved Amendment No. 1 to the Agreement for Services for hearing officer services with Alan Seltzer to increase the amount of the Agreement by \$255,000 for a total not-to-exceed amount of \$300,000; and 2) Approved Amendment No. 1 to the Agreement for Services for hearing officer services with Civica Law Group, APC to increase the amount of the Agreement by \$250,000 for a total not-to-exceed amount of \$300,000 and extend the agreement by twenty-four months from July 1, 2026 to June 30, 2028. **Approved as part of the Consent Calendar.**

**B.9. AWARD OF AN AGREEMENT TO MUSCO SPORTS LIGHTING, LLC FOR ON-CALL SPORTS LIGHTING SERVICES [H. COLLINS, P. TICUN, E. HAMANT]:**

*SUBJECT: The City Council will consider approving the award of an Agreement for Maintenance Services to Musco Sports Lighting, LLC to provide on-call sports lighting services.*

**ACTIONS:** 1) Approved an Agreement for Maintenance Services with Musco Sports Lighting, LLC, pursuant to the Sourcewell Cooperative Purchasing Agreement, to provide on-call sports lighting services for a total not-to-exceed amount of \$400,000; and 2) Authorized the City Manager, or designee, to execute all documents incident to the Agreement. **Approved as part of the Consent Calendar.**

**B.10. (F.1.) AMENDMENT NO. 2 TO THE MEASURE M FUNDING AGREEMENT BETWEEN THE CITY OF WEST HOLLYWOOD AND THE LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY [H. COLLINS, J. GILMOUR, R. GARLAND, W. DAVIS]:**

*SUBJECT: The City Council will consider approval of Amendment No. 2 to the Measure M Funding Agreement between the City of West Hollywood and the Los Angeles County Metropolitan Transportation Authority to increase the Measure M Metro Active Transport (MAT) Program grant funds by \$300,000, from \$488,141 to \$788,141, for the Santa Monica Blvd/La Brea Ave Project.*

**ACTIONS:** 1) Approved Amendment No. 2 to the Measure M Funding Agreement between the City of West Hollywood and the Los Angeles County Metropolitan Transportation Authority to increase the Measure M Metro Active Transport (MAT) Program grant funds by \$300,000, from \$488,141 to \$788,141, for the Santa Monica Blvd/La Brea Ave Project; and 2) Authorized the City Manager or his designee to execute all documents incident to the grant award. **Approved as part of the Consent Calendar.**

**B.11. (F.4.) EXPANSION OF THE TRAP-NEUTER-RETURN (TNR) PROGRAM AND LOW-COST VETERINARY AND ANIMAL CARE SERVICES [L. MEISTER, C. BYERS]:**

*SUBJECT: The City Council will consider directing staff to conduct targeted outreach to veterinary clinics and animal shelters to identify potential partners interested in providing low-cost veterinary and animal care services for low-income or disabled residents. These services may include: Trap-Neuter-Return (TNR) support, and cat transitional care programs, as well as general veterinary care and spay/neuter programs. The focus will be on supporting the City's existing TNR program and low-income or disabled residents who face financial barriers to accessing veterinary care.*

**ACTIONS:** 1) Directed staff to engage in outreach to local veterinary clinics and animal shelters to identify businesses and organizations interested in partnering with the City to expand the City's trap-neuter-

return (TNR) program and offer low-cost veterinary services; and 2) Return to Council with a program proposal and budget based on the interest from local providers and research into what other city/county programs are available. **Approved as part of the Consent Calendar.**

**C. PUBLIC HEARINGS:**

**C.1. ZONING ORDINANCE AMENDMENT FOR HOUSING DWELLING TYPOLOGIES FOR UNHOUSED PERSONS AND PERSONS WITH SPECIAL NEEDS IN COMPLIANCE WITH STATE LAW AND IMPLEMENTATION OF THE CITY'S HOUSING ELEMENT PROGRAM 21 [N. MARICICH, J. ALKIRE, F. CONTRERAS, P. PORTWOOD, A. STAUBER]:**

*SUBJECT: The City Council will consider introducing on first reading an Ordinance approving a Zone Text Amendment (ZTA) supporting the 2021-2029 6th Cycle Housing Element Program 21 (Zoning Ordinance Amendments). This ZTA aims to implement recent State laws to facilitate the development of housing for people experiencing homelessness and persons with special needs. The proposed ordinance is categorically exempt from the provisions of the California Environmental Quality Act (CEQA), pursuant to Sections 15378(b)(5) and 15061(b)(3).*

Mayor Byers opened the public hearing.

There were no disclosures made by the City Councilmembers.

City Clerk Melissa Crowder stated that the public hearing was noticed as required by law.

Community Development Director Nick Maricich and Long Range Planning Manager Francisco Contreras introduced Associate Planner Paige Portwood, who provided background information as outlined in the staff report dated December 1, 2025.

No members of the public came forward to speak.

Mayor Byers closed the public hearing.

Associate Planner Paige Portwood stated that an amendment to the Ordinance on Page 7 of 10, Section 6, Table 2-5 was made to clarify the Supportive Housing Use for 50 units or less and 50 units or more by adding to the Specific Use Regulations column the following: "Nonresidential floor area dedicated for services satisfies any mixed use requirement."

**ACTION:** Introduced on first reading Ordinance No. 25–27: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST

HOLLYWOOD AMENDING TITLE 19, ZONING ORDINANCE OF THE WEST HOLLYWOOD MUNICIPAL CODE AMENDING REGULATIONS FOR HOUSING TYPOLOGIES FOR UNHOUSED PERSONS AND PERSONS WITH SPECIAL NEEDS IN ACCORDANCE WITH STATE LAW AND FINDING SUCH ACTION DOES NOT QUALIFY AS A PROJECT SUBJECT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) AND IS OTHERWISE EXEMPT UNDER STATE CEQA GUIDELINES SECTIONS 15378(b)(5) and 15061(b)(3).” **Motion by Vice Mayor Heilman, seconded by Councilmember Hang, and approved (5/0).**

**C.2. ZONE TEXT AMENDMENT TO ENCOURAGE AND FACILITATE THE CONVERSION OF EXISTING COMMERCIAL DEVELOPMENTS TO RESIDENTIAL USES [N. MARICICH, J. ALKIRE, F. CONTRERAS, J. PARRISH]:**

*SUBJECT: The City Council will consider a Zone Text Amendment (ZTA) to encourage and facilitate the conversion of existing commercial buildings to multi-family residential uses by establishing a ministerial approval process for qualifying projects. In response to Planning Commission discussion and community feedback, staff is presenting two options of the proposed ordinance for City Council consideration. The primary difference between the two ordinances is the treatment of hotels and motels, reflecting the policy considerations and community feedback regarding potential economic and employment impacts discussed by the Planning Commission and subsequently received by staff. Both versions otherwise maintain the same proposed standards intended to streamline conversion projects, support Housing Element implementation, and advance City climate and land use goals. The proposed Ordinances are not subject to subsequent review under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15162 and are additionally categorically exempt from the provisions of CEQA, pursuant to Section 15183 and Section 15061(b)(3) of the State CEQA Guidelines.*

Mayor Byers opened the public hearing.

Councilmembers provided their disclosures.

City Clerk Melissa Crowder stated that the public hearing was noticed as required by law.

*\*\*The City Council recessed briefly at 6:45 pm and reconvened at 6:46 pm.*

Assistant Community Development Director Jennifer Alkire and Long Range Planning Manager Francisco Contreras introduced Planner Jordan Parrish who provided background information as outlined in the staff report dated December 1, 2025.

*The following speaker provided public comment in Council Chambers:*

JONAH BRESLAU, on behalf of UNITED HERE Local 11, spoke in support of Option Two with amendments to exclude existing hotels and mixed hotel–residential projects from streamlined conversions, citing concerns about worker displacement, housing balance, and impacts from upcoming major global events.

Mayor Byers closed the public testimony portion of the hearing.

The City Council expressed a mix of support for both options regarding the hotel-to-residential conversion ordinance. Several members favored Option Two, emphasizing the importance of public oversight, the Planning Commission and Council’s discretionary roles, preservation of TOT revenue, and ensuring a careful, case-by-case review rather than automatic ministerial approval. Others supported Option One, highlighting the benefits of allowing quicker conversions of commercial properties, including hotels and motels, to residential use. They cited past successful conversions, such as the Holloway Motel, and potential neighborhood improvements. Throughout the discussion, Councilmembers generally agreed on striking a balance between streamlined processes for commercial-to-residential conversions and safeguards for residential neighborhoods, public input, and fiscal considerations. Councilmembers requested that modified language be added to Section 19.36.400(B) of the Ordinance.

Long Range Planning Manager Francisco Contreras clarified the City Council’s amendment to the Ordinance provided in Option 2 by adding the following sentence to the end of the existing paragraph of Section 19.36.400(B): “This section shall in no circumstance apply to conversions of an existing hotel and or motel to residential uses or to a proposed mixed-use project that dedicates any floor area to a hotel or motel use.”

Mayor Byers closed the public hearing.

**ACTION:** The City Council reviewed the two ordinance options presented for consideration and, after selecting its preferred approach, introduced on first reading Option 2 – Ordinance No. 25-28: “AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD ADOPTING AN AMENDMENT TO TITLE 19 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO ENCOURAGE AND FACILITATE THE CONVERSION OF EXISTING COMMERCIAL DEVELOPMENTS TO RESIDENTIAL USES THROUGH A MINISTERIAL APPROVAL PROCESS, EXCLUDING HOTELS AND MOTELS FROM MINISTERIAL ELIGIBILITY, AND FINDING THE ACTION EXEMPT FROM CEQA”. **Motion by Councilmember Erickson, seconded by Councilmember Hang, and approved (5/0), noting Vice Mayor**

**Heilman and Councilmember Meisters' support for Option 2 Ordinance without the modified language.**

**D. LEGISLATIVE:**

- D.1. CONSIDERATION OF AN ORDINANCE ESTABLISHING REGULATIONS FOR PERSONAL DELIVERY DEVICES AND AGREEMENTS WITH ELIGIBLE OPERATORS [H. COLLINS, T. FUHRER, P. PORTWOOD, N. MARICICH, J. ALKIRE, F. CONTRERAS]:**  
*SUBJECT: The City Council will receive an update on the City's Personal Delivery Device (PDD) Pilot Program and consider introducing on first reading an ordinance regulating the operation of PDDs in West Hollywood, along with authorizing the City Manager to execute operating agreements with eligible operators. This item is not subject to CEQA ("Public Resources Code section 21000 et seq.") because it does not qualify as a "project" under CEQA.*

Public Works Director Helen Collins and Transportation and Mobility Manager Tamar Fuhrer introduced Associate Planner Paige Portwood who provided background information as outlined in the staff report dated December 1, 2025.

*The following speakers provided public comment in Council Chambers:*

RODRIGO BONTA, WEST HOLLYWOOD, spoke in support of the item.

JUSTIN BUNTON, WEST HOLLYWOOD, spoke in support of the item.

STEPHEN W., WEST HOLLYWOOD, spoke in support of the item.

KELLEY JONES, on behalf of SERVE ROBOTICS, spoke in support of the item.

HIRAM DELGADO, on behalf of SERVE ROBOTICS, spoke in support of the item.

*The following speakers provided public comment via Zoom:*

KEITH MORRISON, WEST HOLLYWOOD, spoke in support of the item.

GENEVIEVE MORRILL, on behalf of the WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the item.

YOLA DORE, WEST HOLLYWOOD, spoke about concerns that the sidewalks currently fail to meet a 66-inch standard for people with disabilities, calling for further research and improvements.

The City Council largely expressed support for continuing and expanding the delivery robot program, emphasizing benefits such as increased accessibility, reduced car trips and emissions, support for small businesses, and innovation in West Hollywood. Most favored maintaining or increasing the fleet size, with a majority supporting a \$4 advertising fee to keep costs down for restaurants and consumers. While one member voiced concerns about accessibility and supervision, others noted that the robots generally do not impede pedestrian traffic and that the program has been responsive to community needs. Overall, the Council highlighted the program’s positive impact on local businesses, climate goals, and community engagement, while striking a balance between practical considerations for fleet size and revenue from advertising.

**ACTIONS:** 1) Received and filed the summary findings of the Personal Delivery Devices Pilot Program; 2) Introduced on First Reading Ordinance No. 25-29: “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADDING CHAPTER 11.50 AUTONOMOUS AND SEMI-AUTONOMOUS PERSONAL DELIVERY DEVICES TO THE WEST HOLLYWOOD MUNICIPAL CODE AND FINDING THAT SUCH ACTION DOES NOT QUALIFY AS A PROJECT SUBJECT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT UNDER STATE CEQA GUIDELINES SECTION 15378 AND IS OTHERWISE EXEMPT FROM CEQA UNDER STATE CEQA GUIDELINES SECTION 15061(B)(3)”; 3) Authorized the City Manager to continue negotiations with vendor(s) and execute Operating Agreements on behalf of the City and any required amendments, with an effective date of January 1, 2026; and 4) Return the maximum fleet size to what currently exists (40 devices per operator) and apply a \$4 per device per day advertising revenue share. **Motion by Vice Mayor Heilman, seconded by Mayor Byers, and approved (4/1), noting the “no” vote by Councilmember Meister.**

**E. UNFINISHED BUSINESS:** None.

**F. NEW BUSINESS:**

**F.1. AMENDMENT NO. 2 TO THE MEASURE M FUNDING AGREEMENT BETWEEN THE CITY OF WEST HOLLYWOOD AND THE LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY [H. COLLINS, J. GILMOUR, R. GARLAND, W. DAVIS]:**

*SUBJECT: The City Council will consider approval of Amendment No. 2 to the Measure M Funding Agreement between the City of West Hollywood and the Los Angeles County Metropolitan Transportation Authority to increase the Measure M Metro Active Transport (MAT) Program grant funds by \$300,000, from \$488,141 to \$788,141, for the Santa Monica Blvd/La Brea Ave Project.*

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

**F.2. AUTHORIZE LETTERS OF SUPPORT AND A FUTURE LOAN COMMITMENT FOR THE DEVELOPMENT OF AFFORDABLE HOUSING AT 1049 N. FAIRFAX AVENUE [S. CAMPBELL, A. BARTLE]:**

*SUBJECT: The City Council will consider providing letters of support and a future commitment of up to \$15,000,000 in Affordable Housing Trust Funds to four non-profits for development of affordable housing at 1049 N. Fairfax Avenue. The letters of support will be submitted to the Los Angeles Unified School District (LAUSD) as part of their current Request for Proposals (RFP).*

The Council discussed providing preliminary letters of support for four applicants responding to an LAUSD housing development RFP. Councilmembers emphasized that although the City is not a co-participant in the Request for Proposals (RFP) and has no influence over LAUSD's selection process, any future City loan commitment—potentially up to \$15 million—must be paired with strong advocacy for West Hollywood residents. Specifically, they emphasized the need to negotiate resident priority for certain units if the project proceeds, as well as ensuring the City can apply its standard loan conditions, including design review and other established requirements. Staff confirmed that LAUSD will make its selections in mid-2026, and the City's role at this stage is limited to issuing letters of support that help applicants strengthen their proposals. Councilmembers expressed support for the recommendation, enthusiasm about LAUSD exploring new housing opportunities within West Hollywood, and a desire to secure community benefits and local access should a project advance to the loan negotiation phase.

**ACTIONS:** 1) Authorized the Mayor to execute letters of support for submission to LAUSD's active RFP for affordable housing development located at 1049 N. Fairfax Avenue; 2) Directed Staff to prepare a future loan commitment letter for up to \$15,000,000 for the development of affordable housing at 1049 N. Fairfax Avenue and negotiate any opportunities for local preference for West Hollywood educators and residents where feasible; and 3) Authorized the City Manager, or designee, to execute all documents incident to the letters of support. **Motion by Vice Mayor Heilman, seconded by Councilmember Hang, and approved (5/0).**

**F.3. BUSINESS RETENTION PROGRAM FOR RESTAURANTS [D. HANG, J. HEILMAN]:**

*SUBJECT: The City Council will consider directing staff to explore an incentive program specifically designed to retain restaurant businesses in the City of West Hollywood, excluding restaurants located on the premises of, connected to, or operated in conjunction with a hotel.*

Councilmember Hang and Vice Mayor Heilman provided background information as outlined in the staff report dated December 1, 2025.

*The following speaker provided public comment via Zoom:*

GENEVIEVE MORRILL, on behalf of the WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the item.

The Council engaged in an extended discussion about how best to support local businesses, particularly restaurants, while avoiding duplicative work and ensuring alignment with existing economic development priorities. Several members emphasized that business challenges cannot be solved through isolated actions and that a holistic, Citywide approach is necessary. Concerns were raised that the proposed restaurant-specific initiative may overlap with ongoing efforts already outlined in the Economic Development Division’s work plan, including business attraction and retention strategies. While there was unanimous support for assisting businesses, Councilmembers differed on whether new outreach should occur immediately or only after staff reports back on current efforts, priorities, and progress, especially since staff is already conducting outreach to restaurants and small businesses. Members expressed interest in understanding how restaurant retention aligns with the broader landscape of small business needs, economic conditions, shifting consumer habits, and its impact on local workers. Ultimately, the Council agreed that Staff should return in January with an inclusive analysis.

**ACTION:** Directed Staff to return in January 2026 with a comprehensive report outlining how this proposal aligns with the existing work plan, detailing the outreach that has already occurred, identifying whether additional outreach is necessary, and providing preliminary recommendations for implementing the initiative. **Motion by Vice Mayor Heilman, seconded by Councilmember Hang, and approved (5/0).**

**F.4. EXPANSION OF THE TRAP-NEUTER-RETURN (TNR) PROGRAM AND LOW-COST VETERINARY AND ANIMAL CARE SERVICES [L. MEISTER, C. BYERS]:**

*SUBJECT: The City Council will consider directing staff to conduct targeted outreach to veterinary clinics and animal shelters to identify potential partners interested in providing low-cost veterinary and animal care services for low-income or disabled residents. These services may include: Trap-Neuter-Return (TNR) support, and cat transitional care programs, as well as general veterinary care and spay/neuter programs. The focus will be on supporting the City’s existing TNR program and low-income or disabled residents who face financial barriers to accessing veterinary care.*

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

**F.5. EVALUATE ESTABLISHING A FILM PERMIT ADMINISTRATIVE FEE WAIVER PILOT PROGRAM [J. ERICKSON, C. BYERS]:**

*SUBJECT: This item directs Staff to explore the feasibility of establishing a one-year Film Permit Administrative Fee Waiver Program to incentivize filmmakers to conduct production activities in West Hollywood by waiving City-issued film permit administrative fees while maintaining all existing fees related to public property use, street use, closures, blanket admin fees, and revision/rider fees as well as processing, notification, and public safety requirements.*

Councilmember Erickson and Mayor Byers provided background information as outlined in the staff report dated December 1, 2025.

*The following speaker provided public comment in Council Chambers:*

JOSHUA BAUM, WEST HOLLYWOOD, spoke in support of this item.

*The following speaker provided public comment via Zoom:*

GENEVIEVE MORRILL, on behalf of the WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the item.

*The following individual submitted a Citizen Position Slip in support of the Item:*

**CODY CHRISTIANSON, WEST HOLLYWOOD**

Councilmembers discussed the structure and cost of film permit fees, noting that current charges apply only to permit fees and not to other revenue associated with filming. Concerns were raised about the requirement for separate permits for each street used in a single production, even if it is part of the same project. Members suggested that staff explore whether a more economical, project-wide fee structure could replace multiple individual street permits. Council expressed appreciation for the targeted focus on the filming industry and supported evaluating options to make the City more film-friendly. While acknowledging that the recent decline in filming is likely unrelated to existing permit fees, the Council agreed that reviewing the fee system and potential adjustments is worthwhile to better support the industry.

**ACTIONS:** 1) Directed Staff to explore the feasibility of implementing a one-year Film Permit Administrative Fee Waiver Program by waiving City-issued film permit administrative fees; and 2) Return to City Council during FY27 with a detailed analysis outlining fiscal impacts, operational considerations, equity implications, and options for a limited pilot program.

City Council Minutes  
Monday, December 1, 2025  
Page 15

**Motion by Councilmember Erickson, seconded by Councilmember Hang, and approved (5/0).**

**EXCLUDED CONSENT CALENDAR:** None.

**PUBLIC COMMENT:** None.

**COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:**

Councilmember Hang reported his attendance at various City events and meetings, wished everyone a Happy West Hollywood Day, and congratulated Jackie Rocco on her appointment to City Manager. He shared his pride that the City would have strong female leadership (Mayor, City Manager, and City Attorney) in the month of December.

Councilmember Erickson reported his attendance at various City events and meetings, wished everyone a Happy World AIDS Day, and congratulated Jackie Rocco on her appointment to City Manager.

Councilmember Meiser reported her attendance at various City events, congratulated Jackie Rocco on her appointment to City Manager, and invited the community to attend the upcoming free Active Shooter Preparedness Workshop on Saturday, December 6<sup>th</sup>, at 10 a.m. at the City of West Hollywood's Council Chambers Public Meeting Room.

Vice Mayor Heilman reported his attendance at various City events, including World AIDS Day, and invited the community to the WEHO Winter Ice Rink.

Mayor Byers reported her attendance at the National League of Cities City Summit event in Salt Lake City, commemorated World AIDS Day, and thanked everyone for a special WeHo Cityhood Celebration Day, where current City Manager David Wilson was recognized with a key to the City for his service to the City.

**ADJOURNMENT:** The City Council adjourned at 8:49 p.m. in memory of Alice Wong to its next regular meeting, which will be on Monday, December 15, 2025, at 6:00 p.m. at West Hollywood Park Public Meeting Room - Council Chambers.

City Council Minutes  
Monday, December 1, 2025  
Page 16

PASSED, APPROVED, AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 15<sup>th</sup> day of December 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:   
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MELISSA CROWDER, CITY CLERK