

**BUSINESS LICENSE COMMISSION  
CITY OF WEST HOLLYWOOD**

**MINUTES**

**TUESDAY, FEBRUARY 3, 2026  
WEST HOLLYWOOD PUBLIC MEETING ROOM - COUNCIL CHAMBERS  
625 N. SAN VICENTE BOULEVARD**

**6:00 PM – REGULAR MEETING**

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**1. CALL TO ORDER**

Chair Vulin called the meeting to order at 6:02 P.M.

**2. PLEDGE OF ALLEGIANCE**

Commissioner Eisenberg led the Pledge of Allegiance.

**3. ROLL CALL**

PRESENT: Commissioner Christian  
Commissioner Cockeram  
Commissioner Eisenberg  
Commissioner Labran-Boyd  
Commissioner Yusupov  
Vice Chair Barry  
Chair Vulin

ABSENT: None

ALSO PRESENT: Director of Community Safety, Danny Rivas  
Code Enforcement Supervisor, Yessica Benitez  
Commission Secretary, Falyn Kingi  
West Hollywood Sheriff's Department, Sgt. Luevano

*Commissioner Christian stated for the record that he serves on the Commission in a volunteer capacity, does not accept the Commissioner stipend, and does not provide legal counsel or legal advice to the Commission.*

**4. APPROVAL OF AGENDA**

**ACTION:** Approve the agenda as amended for Tuesday, February 3, 2026.

**Motion by Commissioner Eisenberg, seconded by Commissioner Christian and approved.**

**5. APPROVAL OF MINUTES**

**ACTION:** Approve the minutes of Tuesday, December 2, 2025.

**Motion by Vice Chair Barry, seconded by Commissioner Eisenberg and approved.**

*Commissioner Yusupov was absent at roll call and arrived at 6:05 p.m.*

**6. PUBLIC COMMENT**

None.

**7. PUBLIC HEARING**

**A. AN APPLICATION BY MHR NIGHTLIFE LLC, DBA MATTIE'S, LOCATED AT**

**8900 SANTA MONICA BOULEVARD, FOR AN EXTENDED HOUR BUSINESS LICENSE TO OPERATE UNTIL 4:00 A.M. ON SATURDAYS AND SUNDAYS**

*SUBJECT:* The West Hollywood Business License Commission shall conduct a public hearing to consider the application for an Extended Hour Business License to operate until 4:00 a.m. on Saturdays and Sundays, for a restaurant bar known as Mattie's, located at 8900 Santa Monica Boulevard.

Commission Secretary, Falyn Kingi, informed the Commission that the public hearing was posted as required by law.

Code Enforcement Supervisor, Yessica Benitez, provided background information as reflected in the staff report dated February 3, 2026.

The Commission and staff discussed and clarified the proposed Sunday operating hours and security staffing during extended hours.

MATTHEW ROSS, APPLICANT, described his experience in nightlife management and working with municipal compliance requirements. He also outlined structural improvements made to enhance sound mitigation.

MATTHEW ERVIN, APPLICANT, affirmed his commitment to ongoing cooperation with the community and local authorities.

ANDRES ROMAGOSA, APPLICANT, confirmed compliance with ABC regulations regarding alcohol service cut-off times and described procedures for removing alcoholic beverages and managing operations after 2:00 a.m.

Commissioner Yusupov inquired about operational procedures following the 2:00 a.m. alcohol service cut-off and referenced concerns raised by a community member. Mr. Ervin explained that alcoholic beverages would be cleared from the premises approximately five minutes prior to 2:00 a.m., after which operations would shift to food service, non-alcoholic beverages, and crowd management.

Vice Chair Barry referenced a citizen complaint regarding patron dispersal after 2:00 a.m. and asked how operations would differ at 4:00 a.m. Mr. Ervin responded that patrons would exit gradually, which he stated would be safer and less disruptive. He further emphasized staff Responsible Beverage Service (RBS) training and continued coordination with law enforcement.

GENEVIEVE MORRILL, EL SEGUNDO, spoke in support of item 7.A.

JASON PEER, LOS ANGELES, spoke in support of item 7.A.

DON WISE, LOS ANGELES, spoke in support of item 7.A.

ROMY ORANTES, LOS ANGELES, spoke in support of item 7.A.

MAYNOR DARDON, LOS ANGELES, spoke in support of item 7.A.

MATTHEW ERVIN, LOS ANGELES, spoke in support of item 7.A.

LEONARD LANZI, LOS ANGELES, spoke in support of item 7.A.

The Commission discussed public safety considerations, staff experience, applicant character, and crowd control measures. Commissioners expressed support for the application, noting the anticipated benefits of staggered patron dispersal and trained staff oversight.

**ACTION:** Adopted Resolution No. BLC26-0001, "A RESOLUTION OF THE BUSINESS LICENSE COMMISSION OF THE CITY OF WEST HOLLYWOOD APPROVING EXTENDED HOUR BUSINESS LICENSE NO. EXT-005040-2025 TO ALLOW HOURS OF OPERATION OF A RESTAURANT BAR TO BE EXTENDED UNTIL 4:00 A.M. ON SATURDAYS AND SUNDAYS FOR THE BUSINESS KNOWN AS MATTIE'S LOCATED AT 8900 SANTA MONICA BOULEVARD." **Motion by Commissioner Eisenberg, seconded by Vice Chair Barry and approved.**

**B. AN APPLICATION BY CRUZT LLC., DBA ZPIZZA, LOCATED AT 8943 SANTA MONICA BOULEVARD, FOR AN EXTENDED HOUR BUSINESS LICENSE TO OPERATE UNTIL 4:00 A.M. ON FRIDAYS, SATURDAYS, AND SUNDAYS**

*SUBJECT:* The West Hollywood Business License Commission shall conduct a public hearing to consider the application for an Extended Hour Business License to operate until 4:00 a.m. on Fridays, Saturdays, and Sundays, for a restaurant known as ZPIZZA, located at 8943 Santa Monica Boulevard.

Commission Secretary, Falyn Kingi, informed the Commission that the public hearing was posted as required by law.

Code Enforcement Supervisor, Yessica Benitez, provided background information as reflected in the staff report dated February 3, 2026.

The Commission discussed security staffing requirements with Code Enforcement Supervisor, Yessica Benitez, including clarification on whether the condition necessitates a dedicated security guard or whether an existing employee of the business may fulfill the requirement, provided they possess a valid security guard card. Code Enforcement Supervisor, Yessica Benitez, explained that proposed Condition No. 2 of the proposed Resolution requires one unarmed, licensed security guard or a business employee holding a valid security card to be present during all extended-hour operations. She further stated that the designated individual must be available to promptly respond to and address any complaints or nuisance activities.

Commissioner Christian clarified that if the currently licensed employee leaves the business, another properly licensed individual must be designated to satisfy the condition. Code Enforcement Supervisor, Yessica Benitez, confirmed that

this understanding was correct.

DAVID FANAROF, APPLICANT, thanked staff for recommending extended weekend hours and requested additional weekday hours to align with a nearby business operating until 3:00 a.m., citing late-night demand and competitive fairness. He stated that extended hours would capture late-night surges and

reduce customer conflicts. He also requested approval to operate until 4:00 a.m. daily and a waiver of the security guard's requirement, stating that the added expense would make extended hours financially unfeasible. He emphasized ongoing financial challenges and affirmed a commitment to responsible operations.

The Commission discussed potential impacts of late-night food service, including concerns about litter. DAVID FANAROF, APPLICANT, stated that exterior trash receptacles are provided and staff monitor and clean the premises regularly, including nightly inspections of the frontage and adjacent alley.

The Commission further discussed the security guard waiver, seeking clarification on whether an employee would serve exclusively in a security role or in addition to regular duties. DAVID FANAROF, APPLICANT, explained that an on-duty employee would provide oversight while performing regular duties, and reiterated that a dedicated guard would not be financially feasible given the small size and limited seating of the business.

Commissioner Barry requested clarification regarding the operational impact of extending hours Monday through Thursday in addition to the City's recommended Friday through Sunday schedule, noting that weekends are typically peak periods.

DAVID FANAROF, APPLICANT, stated that extending weekday hours would allow the business to serve late-night bar patrons, reduce customer frustration at closing time, and remain competitive with nearby establishments operating later.

GENEVIEVE MORRILL, EL SEGUNDO, spoke in support of item 7.A.

MATTHEW ROSS, WEST HOLLYWOOD, spoke in support of item 7.A.

LEONARD LANZI, LOS ANGELES, spoke in support of item 7.A.

The Commission discussed the applicant's original request for seven-day extended hours and staff's recommendation to limit approval to Fridays, Saturdays, and Sundays. Code Enforcement Supervisor, Yessica Benitez, informed the Commission that they are limited on the type of action they can take due to how the item was noticed. Director of Community Safety, Danny Rivas, explained that expansion of days would require either a six-month review after approval or a continuance and re-noticing of the item for future consideration.

Commissioner Christian questioned the need for a six-month review, noting that staff had already evaluated the weekday request. Director of Community Safety, Danny Rivas, stated that six months is standard practice for consistency and confirmed that the recommendation reflects staff's prior review and findings.

The Commission discussed staff's recommendation to limit extended hours to Fridays, Saturdays, and Sundays as reflected in the staff report. Code

Enforcement Supervisor, Yessica Benitez, explained staff's recommendation is focused on overall public safety staffing and resource allocation, noting that late-night enforcement teams primarily operate on weekends and expanding weekday hours could impact patrol resources. She also clarified that some businesses with later weekday hours are legal non-conforming approvals predating the current process. The Commission also confirmed one of the adjacent businesses with extended hours operates until 3:00 a.m. daily with a security requirement and had five calls for service between 2:00 a.m. and 3:00 a.m. over the past year.

The Commission discussed whether to approve staff's recommendation for extended weekend hours with a future review, or to continue the item to allow reconsideration of weekday hours. Some Commissioners expressed support for aligning the business hours with a nearby establishment and questioned the need for a six-month review period, suggesting that waiting may not produce new information. Others supported a six-month review to allow time to gather operational data and assess public safety impacts before expanding weekday hours. Staff reiterated that there are limitations on the type of action the Commission can take on the item due to noticing requirements.

Director of Community Safety, Danny Rivas, explained that the Commission could either approve the item as recommended with a six-month review for potential expansion at that time, or continue the item to the following month and re-notice it to allow full flexibility in considering additional days. He confirmed that if continued, the item would return with broader notice to permit the Commission to determine expanded days and hours.

Following further Commission discussion, a motion was made and seconded to continue the item to the next meeting to allow reconsideration of weekday extended hours.

**ACTION:** The Commission voted to continue the item to the next meeting to allow for flexibility in considering extended hours of operation for the business up to 4:00 a.m. daily. **Motion by Chair Vulin, seconded by Vice Chair Barry and approved.**

**8. UNFINISHED BUSINESS**

None.

**9. NEW BUSINESS**

None.

**10. ITEMS FROM STAFF**

Director of Community Safety, Danny Rivas, informed the Commission that the City is preparing for the upcoming Pride celebrations in June and is coordinating with public safety partners. He also noted that the City issued a statement regarding recent immigration enforcement activities.

**11. PUBLIC COMMENT**

GENEVIEVE MORRILL, EL SEGUNDO, congratulated Chair Vulin on the arrival of his new baby.

**12. ITEMS FROM COMMISSIONERS**

Commissioner Labran-Boyde congratulated Chair Vulin on the arrival of his new baby, noted challenges with notice language that limits the Commission's flexibility, and requested staff consider more flexible wording in future items. He also expressed his appreciation for staff's work and applicants' engagement on items that come before the Commission.

Commissioners Eisenberg and Christian, congratulated Chair Vulin on the arrival of his new baby.

**13. ADJOURNMENT**

The West Hollywood Business License Commission adjourned at 7:42 P.M. to its next adjourned meeting scheduled for Tuesday, March 3, 2026, at 6:00 P.M. at West Hollywood Public Meeting Room – Council Chambers, 625 N. San Vicente Boulevard, West Hollywood, CA 90069

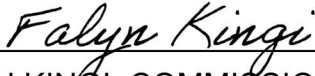
PASSED, APPROVED, AND ADOPTED by the Business License Commission of the City of West Hollywood at a meeting held this 3rd day of March 2026.

DocuSigned by:



ANTHONY VULIN, CHAIR

ATTEST:



FALYN KINGI, COMMISSION SECRETARY