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***Note: Any agenda item which has not been initiated by 11:00 p.m. may be continued to a subsequent City Council meeting.***

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
AGENDA  
MONDAY, JUNE 6, 2011  
WEST HOLLYWOOD PARK  
647 N. SAN VICENTE BOULEVARD**

**6:00 P.M. - CLOSED SESSION: See attached Closed Session Agenda**

**6:30 P.M. – REGULAR MEETING**

**CALL TO ORDER:**

**PLEDGE OF ALLEGIANCE:**

**ROLL CALL:**

**REPORT OF CLOSED SESSION AGENDA:**

**APPROVAL OF AGENDA:**

**ADJOURNMENT MOTIONS:**

**PRESENTATIONS:**

1. **PUBLIC COMMENT:** This time has been set aside for members of the public to address the City Council on Consent Calendar items, other agenda items if the member of the public cannot be present later in the meeting at the time the item is heard by the Council and items of general interest within the subject matter jurisdiction of the Council. Although the City Council values your comments, pursuant to the Brown Act it generally cannot take any action on items not listed on the posted agenda. This comment period shall be limited to 20 minutes, with two minutes assigned for each speaker. Another period has been reserved for general public comment, later in the meeting, for those who could not be heard at this time. Testimony for public hearings will only be taken at the time of the hearing.

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

- 1.B. **PUBLIC COMMENTS, GENERAL INTEREST:**

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

**CITY MANAGER'S REPORT:** This time is 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:**

2. **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.

- 2.A. **POSTING OF AGENDA:**

*The agenda for the meeting of Monday, June 6, 2011 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, June 2, 2011.*

RECOMMENDATION: Receive and file.

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

*The City Council is requested to approve the minutes of prior Council meetings.*

RECOMMENDATION: Approve the minutes of May 16, 2011.

**2.C. DEMAND REGISTER NO. 675, RESOLUTION NO. 11-4174:**

*The City Council is requested to approve payment of bills due as presented by the Director of Finance.*

RECOMMENDATION: Approve Demand Register No. 675 and adopt Resolution No. 11-4174, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 675"

**2.D. CLAIMS ADMINISTRATION:**

*The City Council is asked to deny Claims filed against the City, as a routine administrative step in claims processing.*

RECOMMENDATION: Deny the claims of Melinda Hughes and Nicole Moses and refer to the City's claims adjuster.

**2.E. ORDINANCE NO. 11-865 (2<sup>ND</sup> READING), GOVERNING MEDICAL MARIJUANA COLLECTIVES BY AUTHORIZING ADOPTION OF OPERATIONAL GUIDELINES [C. SCHAFFER]:**

*The City Council will waive further reading and adopt Ordinance No. 11-865, a proposed ordinance governing medical marijuana collectives by authorizing adoption of operational guidelines.*

RECOMMENDATION: Waive further reading and adopt Ordinance No. 11-865, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE BUSINESS LICENSE ORDINANCE GOVERNING MEDICAL MARIJUANA COLLECTIVES BY AUTHORIZING ADOPTION OF OPERATIONAL GUIDELINES AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE."

**2.F. ORDINANCE NO. 11-866 (2<sup>ND</sup> READING), REGARDING ELECTION AND CAMPAIGN REGULATIONS [C. SCHAFFER]:**

*The City Council will waive further reading and adopt Ordinance No. 11-866, a proposed ordinance amending West Hollywood Municipal Code Section 2.76.030 of Chapter 2.76 regarding election and campaign regulations.*

RECOMMENDATION: Waive further reading and adopt Ordinance No. 11-866, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING WEST HOLLYWOOD MUNICIPAL CODE SECTION 2.76.030 OF CHAPTER 2.76 REGARDING ELECTION AND CAMPAIGN REGULATIONS."

**2.G. COMMISSION AND ADVISORY BOARD ACTION REPORTS:**

*The City Council will receive reports from the Disabilities Advisory Board and the Public Safety Commission on actions taken at their recent meetings.*

RECOMMENDATION: Receive and file.

**2.H. TREASURER'S REPORTS FOR DECEMBER 2010 AND JANUARY 2011 [A. GANDHY, G. SCHUCHARD]:**

*The City Council will receive the Treasurer's Report for the months ended December 2010 and January 2011 pursuant to Section 53646 of the Government Code of the State of California.*

RECOMMENDATION: Receive and file

**2.I. CITY OF WEST HOLLYWOOD INVESTMENT POLICY [A. GANDHY, G. SCHUCHARD]:**

*The City Council will consider adopting the annual resolution for the City's investment policy.*

RECOMMENDATIONS: Adopt Resolution No. 11-4175, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONFIRMING A STATEMENT OF INVESTMENT POLICY AND RESCINDING RESOLUTION NO. 10-4035".

**2.J. 11-2012 OPERATING BUDGET AND CAPITAL WORK PLAN UPDATE [P. AREVALO, A. GANDHY, D. HATCHER, D. WILSON]:**

*The City Council will receive the City of West Hollywood Operating Budget and Capital Work Plan Update for Fiscal Year 2011-2012, which will be brought back for public comment and council adoption at the June 20, 2011 meeting.*

RECOMMENDATIONS: Receive and file the City of West Hollywood Operating Budget and Capital Work Plan for Fiscal Year 2011-2012.

**2.K. COUNTY HOUSING AUTHORITY BOND ISSUANCE AND RELATED ACTIONS TO FACILITATE DEVELOPMENT OF AFFORDABLE HOUSING AT 1145-1151 NORTH LA BREA AVENUE [A. WINDERMAN, J. SKORNECK]:**

*The City Council will consider adopting a resolution authorizing the Housing Authority of the County of Los Angeles to issue bonds and acquire mortgage loans to facilitate development of affordable housing at 1145-1151 North La Brea Avenue.*

RECOMMENDATION: Adopt Resolution No. 11-4176: RESOLUTION OF THE CITY OF WEST HOLLYWOOD AUTHORIZING THE HOUSING AUTHORITY OF THE COUNTY OF LOS ANGELES TO ISSUE BONDS IN AN AMOUNT NOT TO EXCEED \$8,000,000 AND ACQUIRE MORTGAGE LOANS TO FINANCE THE DEVELOPMENT OF A MULTIFAMILY RENTAL HOUSING PROJECT IN THE CITY OF WEST HOLLYWOOD.

**2.L. AUTHORIZE RECEIPT OF GRANT FUNDS FOR FISCAL YEAR 2011-2012 FOR ARTS AND CULTURE PROGRAMMING [P. AREVALO, J. HUFFER, A. CAMPBELL]:**

*The City Council will consider authorizing the receipt of \$16,300 (\$15,800 from the National Endowment for the Arts and \$500 from the office of Los Angeles County Supervisor Zev Yaroslavsky through the Los Angeles County Arts Commission) to support arts and cultural programming during fiscal year 2011-12.*

RECOMMENDATIONS: 1) Authorize receipt of \$16,300 in grant funds for arts and culture programming; and 2) Authorize the Director of Finance to increase the Arts and Beautification Fund revenue budget in account 209-461001 and expenditure budget in account 209-1-01-10-535013 by \$16,300 for fiscal year 2011-12.

**2.M. AUTHORIZATION TO APPLY FOR STATEWIDE PARK DEVELOPMENT AND COMMUNITY REVITALIZATION PROGRAM GRANT [S. BAXTER, S. CAMPBELL, H. COLLINS]:**

*The City Council will consider authorizing staff to submit an application to the State of California for funding available through the Statewide Park Development and Community Revitalization Program (Proposition 84) Grant for the Plummer Park Improvement Project.*

RECOMMENDATIONS: Adopt Resolution No 11-4177, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE APPLICATION FOR STATEWIDE PARK PROGRAM GRANT FUNDS"; 2) Authorize the Finance and Technology Services Department to increase budgeted grant revenues and expenditures by an equal amount upon award of the grant; and 3) Authorize the City Manager to sign all required documents pertaining to this grant opportunity.

**2.N. AMENDMENT TO AGREEMENT WITH HEERY INTERNATIONAL, INC. FOR PROJECT MANAGEMENT AND PRE-CONSTRUCTION MANAGEMENT SERVICES FOR THE THREE COMPONENTS OF THE CITY OF WEST HOLLYWOOD'S 25<sup>TH</sup> ANNIVERSARY CAPITAL PROJECT [J. ENGLISH, J. HUFFER, S. BAXTER, O. DELGADO]:**

*The City Council will consider approving an Amendment to Agreement for Services with Heery International, Incorporated for overall pre-construction management services and project management services related to all project components of the City's 25<sup>th</sup> Anniversary Capital Project.*

RECOMMENDATIONS: 1) Approve Amendment Number 2 to Agreement for Services with Heery International, Incorporated in an amount of \$481,800 (including a 10% contingency) for a not-to-exceed Agreement amount of \$1,586,900 for Project Management/Pre-Construction Management services for all three projects of the City's 25<sup>th</sup> Anniversary Capital Project; and 2) Authorize the City Manager to sign and execute the Amendment to Agreement.

**2.O. AMENDMENT TO AGREEMENT FOR ELECTION SERVICES FOR THE MARCH 8, 2011 GENERAL MUNICIPAL ELECTION [C. SCHAFFER]:**

*The City Council will consider approving an amendment to the agreement with Martin and Chapman Company for providing election supplies and related services for the General Municipal Election held on Tuesday, March 8, 2011.*

RECOMMENDATIONS: 1) Approve an amendment to the agreement with Martin and Chapman Company to increase the not-to-exceed amount by \$33,373.39 to a total of \$99,373.39 for Election Services for the General Municipal Election held on March 8, 2011; and 2) Authorize the City Manager to execute agreement.

**2.P. AMENDMENT TO CONTRACT WITH THE CITY OF BEVERLY HILLS FOR PARKING METER REVENUE COLLECTION AND VERIFICATION SERVICES [O. DELGADO, J. ROCCO, D. NORTE]:**

*The City Council will consider an amendment to the contract with the City of Beverly Hills for parking meter collection and verification services.*

RECOMMENDATIONS: 1) Approve an amendment to the agreement for parking meter coin collection and verification services with the City of Beverly Hills in an amount not to exceed \$178,418 for the FY 2011-12; 2) Approve the agreement term from July 1, 2011 to June 30, 2012; and 3) Authorize the City Manager to sign the amendment.

**2.Q. AMENDMENT TO CONTRACT WITH THE CITY OF GLENDALE FOR PARKING METER MAINTENANCE SERVICES [O. DELGADO, J. ROCCO, D. NORTE]:**

*The City Council will consider an amendment to the contract with the City of Glendale for parking meter maintenance services.*

RECOMMENDATIONS: 1) Approve an amendment to the agreement for parking meter maintenance services with the City of Glendale in an amount not to exceed \$62,500 FY 2011-12; 2) Approve the agreement term from July 1, 2011 to June 30, 2012; and 3) Authorize the City Manager to sign the amendment.

**2.R. AUTHORIZATION TO AMEND A PROFESSIONAL SERVICES AGREEMENT WITH PROJECT PARTNERS INC. FOR AS-NEEDED ENVIRONMENTAL COORDINATOR SERVICES [O. DELGADO, S. PERLSTEIN]:**

*This item requests that the City Council authorize an amendment to the professional service agreement with Project Partners Inc. to increase the budget for as-needed Environmental Coordinator Services.*

RECOMMENDATIONS: Approve Amendment No. 2 to the professional services Agreement in an amount not to exceed \$35,000 with Project Partners and authorize the City Manager to sign the Agreement.

**2.S. APPROVAL OF A PROFESSIONAL SERVICES AGREEMENT WITH JOHN L. HUNTER ASSOCIATES [O. DELGADO, S. PERLSTEIN]:**

*This item requests that the City Council approve a professional service agreement with John L. Hunter Associates for professional services to assist the City to implement programs for compliance with the National Pollutant Discharge Elimination System (NPDES) Permit.*

RECOMMENDATION: Approve a professional services Agreement in an amount not to exceed \$30,000 with John L. Hunter Associates and authorize the City Manager to sign the Agreement.

**2.T. AWARD OF CONTRACT, FIELD SERVICE CREWS [S. BAXTER, S. CAMPBELL, H. COLLINS]:**

*The City Council will consider awarding a contract to Social Vocational Services, Inc., for the provision of Field Services Crews.*

RECOMMENDATIONS: 1) Accept the bid dated May 25, 2011, and award a contract in the annual not to exceed amount of \$140,960 for a period of three years as submitted by Social Vocational Services, Inc. 3555 Torrance Blvd., Torrance CA 90503; and 2) Authorize the City Manager to sign an Agreement with Social Vocational Services, Inc., in the annual amount of \$140,960 for Field Service Crews.

**2.U. AWARD OF CONTRACT, PARK AND GROUNDS MAINTENANCE SERVICES [S. BAXTER, S. CAMPBELL, H. COLLINS]:**

*The City Council will consider approving a three-year Agreement with Mariposa Landscapes, Inc., for Park and Grounds Maintenance Services.*

RECOMMENDATIONS: 1) Accept the proposal dated April 28, 2011, and approve a three-year Agreement with Mariposa Landscapes, Inc., for providing base Park and Grounds Maintenance Services including the additive alternate for fountain maintenance in the annual not to exceed amount of \$281,892 per year for fiscal years 2011/2012, 2012/2013, and 2013/2014; 2) Authorize the City Manager to provide an increase in compensation for services annually beginning in year two (FY 2012/2013) which will be based on the Consumer Price Index (CPI) All Urban Consumers for the Los Angeles-Anaheim-Riverside Area (base period 1982-84=100); 3) Approve Mariposa Landscapes, Inc., to provide other related maintenance services and urgency / emergency maintenance services at those unit costs established in the Agreement as said services are required and funding is available; 4) Authorize the City Manager to re-open and negotiate service levels and associated costs as warranted by budgetary constraints; 5) Authorize the City Manager to execute an Agreement with Mariposa Landscapes, Inc., for Park and Grounds Maintenance Services; and 6) Reject all remaining proposals and return associated Bid Bonds.

**2.V. AWARD OF CONTRACT, STREETScape, PARKING LOTS AND MEDIANS [S. BAXTER, S. CAMPBELL, H. COLLINS]:**

*The City Council will consider approving a three-year Agreement with Mariposa Landscapes, Inc., for Streetscape, Parking Lots and Medians Maintenance Services.*

RECOMMENDATIONS: 1) Accept the proposal dated May 17, 2011, and approve a three-year Agreement with Mariposa Landscapes, Inc., for providing base Streetscape, Parking Lots and Medians Maintenance Services including the additive alternate for dog waste station maintenance in the annual not to exceed amount of \$239,949.12 per year for fiscal years 2011/2012, 2012/2013, and 2013/2014; 2) Authorize the City Manager to provide an annual increase in compensation for services beginning in year two (FY 2012/2013) which will be based on the Consumer Price Index (CPI) All Urban Consumers for the Los Angeles-Anaheim-Riverside Area (base period 1982-84=100); 3) Approve Mariposa Landscapes, Inc., to provide other related maintenance services and urgency / emergency maintenance services at those unit costs established in the Agreement as said services are required and funding is available; 4) Authorize the City Manager to re-open and negotiate service levels and associated costs as warranted by budgetary constraints; 5) Authorize the City Manager to execute an Agreement with Mariposa Landscapes, Inc., for Streetscape, Parking Lots and Medians Maintenance Services; and 6) Reject all remaining proposals and return associated Bid Bonds.

**2.W. REJECT ALL BIDS AND RE-ADVERTISE FOR ON-CALL SERVICES AS NEEDED FOR ANNUAL PAVEMENT STRIPING, LEGENDS AND PAINTING [S. BAXTER, S. CAMPBELL, H. COLLINS]:**

*The City Council will consider rejecting the bid for the Annual Pavement Striping, Legends and Painting Project and return the respective Bid Bond to the bidder.*

RECOMMENDATIONS: 1) Reject the bid for the Annual Pavement Striping, Legends and Painting Project as submitted on May 17, 2011 and return the associated Bid Bond; and 2) Authorize staff to re-bid for Annual Pavement Striping, Legends and Painting Project.

**2.X. DISTRICT 8 PREFERENTIAL PARKING REGULATIONS [O. DELGADO, J. ROCCO, D. NORTE]:**

*The City Council will consider a petition for preferential parking filed by residents representing a majority of the residential dwelling units on Hampton Avenue, between Spaulding and Curson Avenues.*

RECOMMENDATIONS: Introduce for first reading Ordinance No. 11-867, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 10, CHAPTER 10.08.230 OF THE WEST HOLLYWOOD MUNICIPAL CODE IMPLEMENTING DISTRICT 8 PREFERENTIAL PARKING REGULATIONS ON HAMPTON AVENUE BETWEEN

SPAULDING AND CURSON AVENUES AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE ”.

**2.Y. CERTIFYING SPEED LIMITS ON STREETS IN THE CITY OF WEST HOLLYWOOD [O. DELGADO, S. PERLSTEIN]:**

*Pursuant to State Law, the City Council will consider adopting a resolution certifying speed limits on streets, other than local streets, based upon the Department of Public Works' 2011 Engineering and Traffic Survey.*

RECOMMENDATION: Adopt Resolution 11-4178, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CERTIFYING THE 2011 ENGINEERING AND TRAFFIC SURVEY CONFORMS WITH THE CALIFORNIA VEHICLE CODE”

**2.Z. CYNTHIA STREET / LARRABEE STREET TEST TRAFFIC CIRCLE [A. MCINTOSH, B. SIEGL, W. DAVIS]:**

*The City Council will consider approving the installation of a test traffic circle at the Cynthia Street and Larrabee Street intersection.*

RECOMMENDATION: Approve the installation of a test traffic circle at the Cynthia Street and Larrabee Street intersection as recommended by the Transportation Commission.

**2.AA. UPDATE ON THE CAMPAIGN TO END HUNGER AND FOOD INSECURITY IN WEST HOLLYWOOD [S. BAXTER, C. RHEA]:**

*City Council will receive an update on the Campaign to End Hunger and Food Insecurity in West Hollywood.*

RECOMMENDATION: Receive and file.

**2.BB. 2011 RAINBOW KEY AWARDS [S. BAXTER, J. BOOK]:**

*The Lesbian and Gay Advisory Board proposes to hold a Rainbow Key reception and award ceremony on Tuesday, June 21, 2011, and recommends that the City Council honor those listed below with Rainbow Key Awards at that event.*

RECOMMENDATION: 1) Approve Rainbow Key Awards for Sam Borelli, John Crabtree Ireland, Terry LeGrand, Stephen David Simon, Rick Watts, Del Whan, Mia Yamamoto, and the June Mazer Lesbian Archives, to be presented at a Rainbow Key reception to be held Tuesday, June 21, 2011; and 2) Authorize expenditures not to exceed \$3,000 for the 2011 Rainbow Key event.

**2.CC. AIDS - 30 YEAR ANNIVERSARY [J. HEILMAN, F. SOLOMON, D. GIUGNI]:**

*The City Council will recognize the 30<sup>th</sup> anniversary of the AIDS epidemic.*

RECOMMENDATION: Receive and file.

**2.DD. SUPPORT FOR OUTFEST 2011 [J. D'AMICO, M. REX, P. KOEHLER]:**

*The City Council will consider supporting Outfest by officially becoming a community collaborator and by authorizing the installation of promotional street pole banners along Santa Monica Blvd.*

RECOMMENDATIONS: 1) Approve the City of West Hollywood's participation as a community collaborator of the event and authorize the use of the City's name and logo on printed materials advertising the event; 2) Direct staff to assist with the promotion of the event; and 3) Approve the installation of 30 street pole banners on the north and south sides of Santa Monica Blvd. between Hancock Ave. and Robertson Blvd. from June 17, 2011 – July 18, 2011.

**2.EE. SPONSORSHIP AND CITY SUPPORT OF THE 2011 SUNSET STRIP MUSIC FESTIVAL [P. AREVALO, J. ENGLISH, J. HUFFER]:**

*The City Council will consider sponsorship of the 4<sup>th</sup> Annual Sunset Strip Music Festival (SSMF) including monetary sponsorship and a closure of a portion of Sunset Boulevard for a street music festival component scheduled for August 18 - 20, 2011.*

RECOMMENDATIONS: 1) Approve sponsorship of the Sunset Strip Music Event (SSMF) and authorize the use of the City name and logo in promotions and on invitations, programs and other collateral materials; 2) Authorize Economic Development and Public Information and Human Services Departments to work with the Sunset Strip Business Association and the event producers to organize and publicize the event; 3) Approve a waiver of special event permit fees and other City-related fees for the Sunset Boulevard Music Festival to be held on August 18 – 20, 2011 on Sunset Boulevard in West Hollywood; 4) Authorize the Director of Community Development to approve temporary signs promoting the SSMF located on public and private property along Sunset Boulevard upon approval of the event's Special Event Permit and waive any associated sign permit fees; 5) Waive residential permit parking restrictions for Districts 3, 4 and 5 from 7:00 pm on Saturday, August 20 until 7:00 am on Sunday, August 21, 2011; 6) Authorize the closure of Sunset Boulevard between San Vicente/Clark and Doheny Drive from 4:00 am Saturday, August 20, 2010 until no later than 7:00 am on Sunday, August 21, 2011; 7) Direct the Sunset Strip Business Association and SSMF event producers to conduct neighborhood and business meetings in advance of the Festival and to mail notices to the adjacent businesses and residents in West Hollywood and Los Angeles; 8) Direct the Sunset Strip Business Association and/or the Sunset Strip Music Festival to staff a "hotline" telephone number 24 hours a day during the event to deal with any issues from public safety officials, residents and the adjoining neighborhoods and the Sunset Strip business community; 9) Approve in kind support in the form of fee waivers for the event totaling a not-to-exceed amount of \$10,000 (Class A Special Event Permit Fee; Encroachment Permit and Meters Fees; and Building and Safety

Inspection Fees and overtime labor costs; and 10) Authorize the City Manager to sign and execute any documents or forms with the Sunset Strip Business Association and/or SSMF, LLC that may be necessary for the successful implementation of this event.

**2.FF. EDUCATION WORKSHOP: HOW TO SECURE GOVERNMENT CONTRACTS [J. PRANG, M. HAIBACH, J. D'AMICO, M. REX]:**

*The City Council will consider directing staff to work with the West Hollywood Chamber of Commerce on developing a program to educate local businesses on how to do business and seek contracts with the City.*

RECOMMENDATION: Direct staff to work with the Chamber of Commerce to develop a workshop as part of their Small Business Seminar Series to educate local businesses and independent contractors on how to do business and seek contracts with the City and other government agencies.

**2.GG. SUPPORTING HOME FOR GOOD: THE UNITED WAY'S ACTION PLAN TO END CHRONIC AND VETERAN HOMELESSNESS IN LOS ANGELES COUNTY BY 2016 [A. LAND, C. PLANCK]:**

*The City Council will consider adopting a resolution in support of the United Way's Home for Good: Action plan to end chronic and Veteran homelessness in Los Angeles County by 2016.*

RECOMMENDATION: Adopt Resolution NO. 11-4179, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD SUPPORTING Home for Good: Action plan to end chronic and Veteran homelessness in Los Angeles County by 2016 AND ADDING THE NAMES OF THE MAYOR, MAOR PRO TEMPORE, THE MEMBERS OF THE WEST HOLLYWOOD CITY COUNCIL, AND THE CITY MANAGER TO THE LIST OF SUPPORTERS OF THE EFFORT".

**2.HH. SPONSORSHIP OF THE ELTON JOHN AIDS FOUNDATION (EJAF) 2012 ANNUAL EVENT [P. AREVALO, J. ENGLISH, S. BAXTER]:**

*The City Council will consider approving sponsorship of the 2012 Elton John AIDS Foundation event and the use of a portion of West Hollywood Park for the event.*

RECOMMENDATIONS: 1) Approve City sponsorship of the 2012 Elton John AIDS Foundation event; 2) Approve the use of a portion of West Hollywood Park for the event, as depicted in Exhibit A; 3) Approve the closure of San Vicente Boulevard between Santa Monica Boulevard and Melrose Avenue beginning on Sunday, February 27, 2012 between the approximate hours of 2:00 pm and 2:00 am.; 4) Approve waiver of encroachment and special event fees as identified in this report; 5) Authorize the City Manager to negotiate a use agreement with the Elton John AIDS Foundation, including park use fees and length of park use; and 6) Direct staff to explore with the Elton John AIDS Foundation other potential future venue sites within West Hollywood, including the venue used for previous events.

**3. PUBLIC HEARINGS:**

**3.A. ASSESSMENT OF DELINQUENT SOLID WASTE FEES OWED TO ATHENS SERVICES ONTO THE PROPERTY TAX BILL OF EIGHT DELINQUENT ACCOUNT HOLDERS [O. DELGADO, S. PERLSTEIN]:**

*The City Council will consider whether or not to request the County Auditor to assess the property tax bills of eight delinquent solid waste account holders.*

RECOMMENDATIONS: Direct the Director of Finance to submit the required information to the County Auditor for the purpose of assessing the delinquent solid waste amount, plus a \$120.00 administrative fee, onto the property tax bills of the delinquent account holders.

**3.B. THE AVENUES – ART, FASHION & DESIGN DISTRICT - IMPLEMENTATION OF REQUIREMENTS OF THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989 [P. AREVALO, J. HUFFER, M. LOUIE]:**

*The City Council will conduct a public hearing and consider adopting a resolution to establish The Avenues – Art, Fashion & Design District assessment for fiscal year 2011-2012 and approving an agreement with the West Hollywood Marketing and Visitors Bureau to administer the program.*

RECOMMENDATIONS: 1) Adopt Resolution No. 11 - \_\_\_\_ “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONFIRMING THE REPORT OF THE ADVISORY BOARD, AND LEVYING AN ASSESSMENT FOR FISCAL YEAR 2011-2012 IN CONNECTION WITH THE AVENUES - ART, FASHION & DESIGN DISTRICT”; 2) Approve funding in the amount of \$15,000, to be matched by the West Hollywood Marketing and Visitors Bureau; 3) Approve an Agreement for Services between the City and the West Hollywood Marketing and Visitors Bureau to administer the 2011-2012 Avenues of Art and Design BID work program and; authorize the City Manager to sign the agreement.

**3.C. IMPLEMENTATION OF REQUIREMENTS OF THE PARKING & BUSINESS IMPROVEMENT AREA LAW OF 1989 (HOTEL MARKETING BENEFIT ZONE) [P. AREVALO, J. HUFFER, M. LOUIE]:**

*The City Council will conduct a public hearing and consider renewing the Hotel Marketing Benefit Zone of the West Hollywood Business Improvement Area for 2011-2012 and approve an Agreement for Services with the West Hollywood Marketing and Visitors Bureau to administer the program of work.*

RECOMMENDATIONS: 1) Adopt Resolution 11-\_\_\_\_, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONFIRMING THE REPORT OF THE ADVISORY BOARD AND LEVYING A CHARGE (ASSESSMENT) IN CONNECTION WITH THE

WEST HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT (HOTEL MARKETING BENEFIT ZONE) FOR FISCAL YEAR 2011-2012.”; and 2) Approve an Amendment to the Agreement for Services between the City and the West Hollywood Marketing and Visitors Bureau for a one year term; and, authorize the City Manager to sign the Agreement.

**3.D. SANTA MONICA BOULEVARD MAINTENANCE DISTRICT - CONFIRMATION OF AN ASSESSMENT AND DIAGRAM FOR FISCAL YEAR 2010-2011 PURSUANT TO THE PROVISIONS OF THE LANDSCAPING AND LIGHTING ACT OF 1972 [P. AREVALO, J. HUFFER, M. LOUIE]:**

*The City Council will conduct a public hearing and consider adopting a resolution confirming a diagram and the levy of assessments for the Santa Monica Boulevard Maintenance District for fiscal year 2011-2012.*

RECOMMENDATION: Adopt Resolution No. 11 - \_\_\_\_ “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONFIRMING A DIAGRAM AND ASSESSMENT FOR FISCAL YEAR 2011-2012 IN CONNECTION WITH THE SANTA MONICA BOULEVARD MAINTENANCE DISTRICT PURSUANT TO PART 2 OF DIVISION 15 OF THE CALIFORNIA STREETS AND HIGHWAYS CODE.”

**3.E. SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT - IMPLEMENTATION OF REQUIREMENTS OF THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989 [P. AREVALO, J. HUFFER, M. LOUIE]:**

*The City Council will conduct a public hearing and consider adopting a resolution to establish the Sunset Strip Business Improvement District assessment for fiscal year 2011-2012 and approving an agreement with the Sunset Strip Business Association to administer the work program.*

RECOMMENDATIONS: Adopt Resolution No. 11-\_\_\_\_ “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONFIRMING THE REPORT OF THE ADVISORY BOARD, AND LEVYING AN ASSESSMENT FOR FISCAL YEAR 2011-2012 IN CONNECTION WITH THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT”; 2) Approve an agreement between the City and the Sunset Strip Business Association (SSBA) to administer the 2011-2012 Sunset Strip Business Improvement District work program and; authorize the City Manager to sign the agreement; and 3) Receive and file SSBA’s “Program of Work Amendment 2011/12”.

**4. UNFINISHED BUSINESS: None.**

**5. NEW BUSINESS:**

**5.A. COMMISSION APPOINTMENTS AND RE-APPOINTMENTS [C. SCHAFFER]:**

*The City Council will consider direct appointments to City Commissions.*

RECOMMENDATION: Make new appointments or re-appointments to the following Commissions: a. Mayor Pro Tempore Prang: Arts & Cultural Affairs Commission.

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

**PUBLIC COMMENT:** This time is 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.

**6. LEGISLATIVE: None.**

**COUNCILMEMBER COMMENTS:** Additional general comments, announcements, requests of staff and/or other issues of concern to Councilmembers are briefly presented at this time.

**ADJOURNMENT:** The City Council will adjourn to their next regular meeting, which will be on Monday, June 20, 2011 at 6:30 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

UPCOMING MEETING SCHEDULE				
Date	Day	Time	Meeting Type	Location
June 20	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.
July 18	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.
August 15	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.
September 6	Tuesday	6:30 PM	Regular Meeting	W.H. Park Aud.

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