



WESTSIDE CITIES
 • BEVERLY HILLS
 • CULVER CITY
 • LOS ANGELES
 • SANTA MONICA
 • WEST HOLLYWOOD
 • COUNTY OF LOS ANGELES

**REGULAR MEETING OF THE
 WESTSIDE CITIES COUNCIL OF
 GOVERNMENTS**

Thursday, September 18, 2008

Hosted By: City of West Hollywood

Location: Pacific Design Center

11:45 AM Gathering

12:15 PM Business Meeting

DRAFT Meeting Notes

IN ATTENDANCE:

- Beverly Hills:** Council Member Linda J. Briskman. Staff: Katie Lichtig, Cheryl Friedling, Cheryl Burnett, Shana Epstein, Aaron Kunz
- Culver City:** COG Vice Chair and Mayor Scott Malsin, Council Member Micheál O’Leary. Staff: Shelly Wolfberg, Diana Chang, Jennifer Ma-Pham,
- Santa Monica:** Council Member Kevin McKeown. Staff: Gordon Anderson
- City of LA:** COG Secretary and Council Member Bill Rosendahl. Staff: John Wickham (CLA), Norman Kulla (CD11), Alex Fay (CD11), Jay Greenstein (CD5)
- County of LA:** Staff: Flora Gil Krisiloff, Vivian Rescalvo
- West Hollywood:** COG Chair and Council member John Heilman; Mayor Pro Tem Abbe Land. Staff: Paul Arevalo, Joan English, Lisa Belsanti, Corri Planck, Jake Stevens
- WSCCOG:** Jody Hall Esser (Executive Director)
Michael Jenkins (Counsel to the COG)
- Other Attendees:** Laurie Newman (State Senator Kuehl); Claudette Moody (Deputy to Metro Chair O’Connor); Jody Litvak (Metro); Teresa Acosta (League of CA Cities); Matt Horton (SCAG); Paul Herzog (Consultant); Jim Lamm (Ballona Creek Renaissance); Ken Ruben (So Cal Transit Advocates).

1. CALL TO ORDER

The meeting was called to order at 12:15 PM, by Chair Heilman.

2. WELCOME, INTRODUCTIONS AND IDENTIFICATION OF VOTING MEMBERS

Chair Heilman welcomed all to the Pacific Design Center and initiated self-introductions.

Voting members present were identified as: John Heilman, Kevin McKeown, Linda Briskman, Bill Rosendahl and Scott Malsin.

3. APPROVAL OF JULY 17, 2008, MEETING NOTES

It was moved by Vice Chair Malsin and seconded by Council Member McKeown to approve the Meeting Notes as presented. The motion passed unanimously.

4. CONSENT CALENDAR

(A) Executive Director's Report

(B) Receipt and File of Treasurer's Financial Report for July 2008

It was moved by Vice Chair Malsin and seconded by Secretary Rosendahl and approved by consensus of the Members to approve the Consent Calendar.

5. NEW BUSINESS

(A) Selection of Firm to be Retained to Design and Implement An Advocacy Campaign to Advance the WSCCOG's Priority Transportation/Potential Sales Tax-funded Projects

Flora Gil Krisiloff and Secretary Rosendahl stated that neither the County nor City of Los Angeles could participate in funding of the proposed Measure R education brochure. Following discussion it was moved by Council Member Briskman and seconded by Council member McKeown to select the firm of Englander & Associates to create a Measure R brochure and to provide the COG with production ready files of the brochure in an amount not to exceed \$8000. The motion passed on a 4 to 1 vote with Secretary Rosendahl abstaining.

(B) Motion Supporting Area A Westside Cities "Seven Days" Emergency Preparedness Campaign

Mrs. Esser provided a brief staff report. It was moved by Vice Chair Malsin, seconded by Council Member Briskman and approved by consensus of the members to support the Area A Westside Cities "Seven Days" emergency preparedness campaign.

6. REPORTS AND PRESENTATIONS

(A) Presentation RE Water Quality Funding Initiative Sponsored by the County of Los Angeles Chief Executive Office and the Los Angeles County Flood Control District

The presentation was continued to a future date.

(B) August Meeting Notes, Report and Recommendations from the COG Homeless Issues Committee and Related Items

Flora Gil Krisiloff gave a brief staff report and referred the members to the Meeting Notes included with the agenda materials. In addition she commented on the St. Joseph's Center dedication, thanked all for their efforts to influence the National Guard to open the Westside Winter Shelter Armory facilities in a timely manner; noted that Billy Greer in the Governor's Office had also been extraordinarily helpful and spoke briefly regarding the proposed concept being discussed by the Homeless Issues Committee of recommending the Westside COG member jurisdictions establish service registries for the area homeless population.

(C) MTA Southwest Cities Corridor and Westside Central Service Sector Report

Pam O'Connor provided a brief report. She noted it had been quiet during August ; advised of next steps in the Phase II Congestion Mitigation Fee Study; status of the

Congestion Reduction Demonstration Project; noted there were good signs regarding the Governor's signing legislation necessary to place the sales tax measure on the November ballot; and commented that the use of public transit continues to be up.

(D) August Meeting Notes Report and Recommendations from the COG Transportation Committee and Related Items

Committee Co-Chair Briskman noted that the Committee meeting scheduled for October 9th would conflict with religious observances and would be changed. She commented that it was her belief that if the Governor puts a one cent sales tax measure on the ballot, the LA County half-cent sales tax measure would be viewed favorably as the lesser of the two financial obligations.

Committee Co-Chair Briskman noted efforts underway to secure employee residences by zip codes to plot ridership support for the Westside Subway Extension project.

Committee Co-Chair Briskman also noted that Beverly Hills would sponsor the next Transportation Symposium, scheduled to tentatively take place on February 6th. She said the Beverly Hills event would continue the program/effort undertaken by Los Angeles Council Member Jack Weiss earlier this year and that she hoped other Westside Cities would repeat the event in 2010 and beyond.

Brief discussion ensued regarding the proposed half-cent sales tax measure.

(E) Verbal Report RE: First Meeting of the New WSCCOG Committee on Sustainability

Committee Co-Chair McKeown provided a brief overview of the first meeting of the COG's Sustainability Committee. He noted the Committee had selected a troika- the three elected Committee members would share the duties of Committee Chair; they selected meeting dates; directed outreach for future committee meetings and set their agenda for the Committee meeting in October.

(F) Intergovernmental Relations

Teresa Acosta commented on the status of budget negotiations and League action regarding Measure R.

Claudette Moody commented that both the SBCCOG and Gateway COG had voted to take neutral positions on the measure.

7. RECEIVE/ FILE AND PROVIDE DIRECTION RE: CORRESPONDENCE

The following items were received and filed by consensus of the Members:

- (A) 7/18 LA Co (Yaroslavsky) to Major General Wade RE Westside Winter Shelter
- (B) 7/18 SM to Major General Wade RE Westside Winter Shelter
- (B) 7/21 WeHo (Land) to Major General Wade RE Westside Winter Shelter
- (C) 7/21 WSCCOG to Major General Wade RE Westside Winter Shelter
- (D) 7/21 City of LA (Rosendahl) to Major General Wade RE Westside Winter Shelter
- (E) 7-30 WeHo (Prang) to Major General Wade RE Westside Winter Shelter
- (F) 9-08 Kuehl to Major General Wade RE Westside Winter Shelter

8. EVENT REMINDER AND OTHER ANNOUNCEMENTS

Council Member O'Leary and John Wickham agreed to represent the COG at the COG Executive Director's meeting during the League of CA Cities.

Chairman Heilman noted that West Hollywood's 7th Annual Book Fair would take place on September 28th; and that on October 19th the largest Aids Fundraiser in Lo Angeles—the Aids Walk would take place in West Hollywood. He also mentioned the annual West Hollywood Halloween event.

Council Member McKeown reminded of the Alternative Car Expo to take place in Santa Monica on October 30th.

9. DISCUSSION RE CALENDARING OF FUTURE AGENDA ITEMS

(A) Tentatively Scheduled Future Board Meeting Dates and Locations:

November 20, 2008, Hosted by the City of Beverly Hills

- (1) Recommendation of FY 2008-09 Work Program Items and Advocacy Packet Contents from Homeless Issues Committee
- (2) Recommendation of Work Program Items for FY 2008-09 from the Sustainability Committee
- (3) Recommendation RE SBCCOG/WSCCOG Collaborative Project for FY 2008-09
- (4) Presentation of Results from SCAG-funded Westside Cities Workforce Housing Grant

2009 Rotation- Dates TBD at Annual Meeting in November:

Jan. - Culver City
Mar. - LA City
May - LA County
July - Santa Monica
Sept.- West Hollywood
Nov. - Beverly Hills

(B) Items for Future Agendas:

Mrs. Esser noted that Dr. Shelly Luce, Executive Director of the Santa Monica Bay Restoration Commission has requested to address the Board at its January 2009 meeting.

10. PUBLIC PARTICIPATION

Jody Litvak reported that the final of five public meetings on the Westside Subway Extension Project had taken place. She thanked the staff in Beverly Hills, Santa Monica and West Hollywood for their cooperation in setting up these meetings. She noted that staff will not wrap up the alternative analysis report and will be asking the Metro Board to support two alternatives to be subjected to full EIR/EIS. The two alternatives are: 1) alignment along Wilshire Boulevard; and 2) Alignment along Wilshire Boulevard with a connector in east Beverly Hills up to West Hollywood. She noted that neither route is "out of the woods" to compete effectively for FTA funding. She advised that the COG will be asked to

support the alternative going forward and that she would advise when it was time to submit letters.

Eric Boyd representing State Senator Ridley-Thomas requested the members consider sending letters of support for passage of SB870, legislation that would streamline CalFHA mortgage refinancing procedures.

Mr. Ken Ruben commented on his recent attendance at the Alternative Car Show in Palm Desert.

11. ADJOURN

The meeting was adjourned at 1:25 PM

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