



**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, July 17, 2008**

**Hosted By: City of Santa Monica**  
**Location: RAND Corporation**  
 1776 Main Street  
 Santa Monica, CA 90401

**MEETING NOTES**

**IN ATTENDANCE:**

- Beverly Hills:** Council Member Linda J. Briskman. Staff: Katie Lichtig, Cheryl Friedling, Aaron Kunz
- Culver City:** Mayor Scott Malsin, Council Member Micheál O’Leary. Staff: Shelly Wolfberg, Art Ida, Bill LaPointe
- Santa Monica:** Council Member Kevin McKeown. Metro Board Member/Council Member Pam O’Connor. Staff: Gordon Anderson, Kate Vernez, Sonia Ramos, Kanani Brown
- City of LA:** Council Member Bill Rosendahl. Staff: John Wickham (CLA), Norman Kulla (CD11)
- County of LA:** Staff: Flora Gil Krisiloff, Vivian Rescalvo
- West Hollywood:** Mayor Pro Tem Abbe Land. Staff: Joan English, Lisa Belsanti
- WSCCOG:** Jody Hall Esser (Executive Director)  
Michael Jenkins (Counsel to the COG)
- Other Attendees:** Laura Plotkin (State Senator Kuehl); Claudette Moody (Deputy to Metro Chair O’Connor); Jody Litvak (Metro). Fernando Ramirez, Eric Boyd, Winston Chang and Camille Mosey (representing CA Senator Mark Ridley-Thomas). Dennis Zane (Move LA); Paul Herzog; 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 Out-going Chair Briskman
- 2. WELCOME, INTRODUCTIONS AND IDENTIFICATION OF VOTING MEMBERS**  
**Chair Briskman initiated self-introductions.**  
Council Member McKeown welcomed the members to the City of Santa Monica. Voting members present were identified as Linda Briskman, Scott Malsin, Kevin McKeown, Abbe Land and Bill Rosendahl
- 3. APPROVAL OF May 15, 2008, MEETING NOTES**  
It was moved by Vice Chair Malsin and seconded by Mayor Pro Tem Land and unanimously agreed to approve the Meeting notes as presented.

#### 4. CONSENT CALENDAR

It was moved by Mayor Pro Tem Land and seconded by Council member McKeown and unanimously agreed to receive and file the Financial Reports for May and June, 2008

#### 5. NEW BUSINESS

**(A) Approval of Projects to Advance the COG's Work Program for 2008-2010.**

It was moved by McKeown and seconded by Rosendahl to approve the recommended activities to advance the COG's Work Program and direct the Executive Director to consult and coordinate with the City Managers/Executive Staff Committee to implement the activities. The motion was unanimously approved.

**(B) Authorization to amend the 2008-09 budget, to hire communication and public relations firm to design and implement an advocacy campaign for the WSCCOG's priority transportation/potential sales tax funded projects, and authorize the chair to execute an agreement with selected individual/firm**

The Members engaged in brief discussion during which Chair Briskman noted the importance of sufficient flexibility to authorize staff and the consultant to act in a timely manner in the coming months. Council Member Rosendahl committed to look into the potential of the City of Los Angeles contributing to the fund to offset the costs of the anticipated consultant contract. Kate Vernez also commented on the importance of continued coordination with member jurisdictions, state, and federal lobbyists.

It was moved by Mayor Malsin and seconded by Mayor Pro Tem Land to amend the annual budget to appropriate \$25,000 to be combined with contributions from the cities of Beverly Hills, Culver City, Santa Monica and West Hollywood as necessary, to hire an individual or firm to design and implement a communication and public relations campaign to advance the COG's priority transportation/potential sales tax funded projects; and to authorize the Chair to execute an agreement for services. The Executive Director conducted a roll call vote; all Members voted affirmatively.

**(C) Approval of the Establishment of a Third WSCCOG Standing Committee on Sustainability; Appointment of Committee Members and Direction that the Committee Return With Recommendations for Specific Activities/Initiatives to be Undertaken by the COG.**

Jim Lamm, member of the Ballona Watershed Task Force and Ballona Creek Renaissance encouraged the new committee to coordinate on and draw from the expertise of those on the Task Force in order to leverage the expertise from the non-profit and education sectors.

Council Member O'Connor noted that SCAG is consolidating committees on greenhouse gasses and climate change; and that under her tenure as Metro Board Chair, a sustainability Committee had been formed that would continue being aimed at fostering cooperation between cities, counties and special districts.

It was moved by McKeown, seconded by Rosendahl to establish the Statement of Committee Purpose to be , “ Collaborate to provide and support public policies, public education and collaborative subregional programs that promote sustainability in areas including energy, potable water, reclaimed water, storm water, solid waste removal, resource conservation, greenhouse gasses and climate change”; to appoint Mayor Malsin, Mayor Pro-Tem Land and Council member McKeown to the Committee on Sustainability; and to direct the members to return to the Board with suggested specific activities to be pursued by the COG with the expertise of member jurisdiction staff and the Executive Director during the 2008-09 FY. The motion was unanimously approved.

## **6. REPORTS AND PRESENTATIONS**

### **(A) June Meeting Notes, Report and Recommendations from the COG Homeless Issues Committee and Related Items**

In the interest of time, Mayor Bloom referred all to the minutes of the June Homeless Issues Committee meeting included with the agenda packet.

### **(B) MTA Southwest Cities Corridor and Westside Central Service Sector Report**

Metro Board Member and Southwest Cities Corridor Rep O'Connor noted how important it was for all to have been at the Metro Board meeting on June 26<sup>th</sup>. She commented on the pointed negotiations underway to amend the Feuer Bill; she noted Mr. Snoble was working on a revised expenditure plan; and that overall things were moving positively with the Good Movement plan.

Mayor Malsin asked questions regarding funding for Expo Phase II studies and was advised some monies have been “shaken loose” for the next studies to advance the project.

Council Member Rosendahl provided a handout on gas prices in Europe and commented on his recommendation that the pending half-cent sales tax be increased to one cent in order to address the significant transportation projects needed in the county.

Mayor Malsin commented on a transportation project design/build concept being successfully used elsewhere and inquired as to whether similar concepts were being investigated by Metro. He was assured they were.

### **(C) June Meeting Notes Report and Recommendations from the COG Transportation Committee and Related Items**

In the interest of time, Outgoing Chair Briskman referred the members to the Transportation Committee meeting notes included with the agenda packet.

Chair Briskman thanked all for the opportunity to have served as Chair for the previous year, she noted the COG had made significant strides. She thanked Senator Kuehl, Assembly Member Feuer and Fran Pavley for their assistance. She also inquired as to whether Pam O'Connor believed Roger

Snoble might resign his position with Metro and if so, what impact that would have on the organization and its current funding efforts.

Pam O'Connor noted that Mr. Snoble had assured the Board he would be there for at least the next year.

Chair Briskman commented on an article on the importance of small business owners/operators and chambers of commerce involving themselves in the funding battle RE the Subway to the Sea Project, July 14<sup>th</sup> Los Angeles Journal authored by Harold Katz, and recommended all read it.

## **7. RECEIVE/ FILE AND PROVIDE DIRECTION RE: CORRESPONDENCE**

The following letters were received and filed by consensus of the Members.

- (A) League Notification RE New Staff Rep to COG
- (B) 5/10 Briskman to LACMA
- (C) 5/21 Briskman to Snoble
- (D) 5/30 Briskman to Bass
- (E) 6/4 Villaraigosa RE SB1722
- (F) 6/10 Briskman to Malsin
- (G) 6/12 Briskman to Villaraigosa
- (H) 6/26 Press Release; St. Senator Kuehl, Assemblywoman Brownley and US Rep. Watson letters to Metro Board
- (I) 7/17 Briskman letter to Torlakson
- (J) 7/15 Hall Esser to Snoble
- (K) 7/14 Snoble to Metro Board of Directors

## **8. EVENT REMINDER AND OTHER ANNOUNCEMENTS**

Jody Hall Esser announced a tour for electeds and key staff of Expo Phase I and II had been set for August 8<sup>th</sup> and RSVP's were requested by July 28<sup>th</sup>.

Member jurisdictions were requested to consider taking a position on AB2427

Jody Hall Esser noted the WSCCOG city staff were invited to participate in a July 31<sup>st</sup> Green Task Force meeting sponsored by the South Bay COG, 1:30-3:30 at the Manhattan Beach Police/Fire Civic Center Conference Room; Fran Pavley will be the featured speaker; and to note the date--October 16h to participate in the South Bay COG's media training conference tied to the Great Shakeout earthquake exercise.

## **9. DISCUSSION RE CALENDARING OF FUTURE AGENDA ITEMS**

Dates and locations of future Board meetings were announced.

The Executive Director was requested to agendize for the September meeting those items identified for follow-up

## **10. PUBLIC PARTICIPATION**

Paul Herzog, consultant to the Ballona Watershed addressed the Members

Fernando Ramirez and Eric Boyd, representing Sate Senator Mark Ridley-Thomas were introduced to the Members and staff.

**13. ADJOURN**

**The meeting was adjourned at 1:55 PM.**

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