



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

MEETING NOTES

THURSDAY JANUARY 22, 2014
12:00 NOON

PLUMMER PARK COMMUNITY CENTER
7377 SANTA MONICA BLVD.
WEST HOLLYWOOD, CA 90046

IN ATTENDANCE:

- Beverly Hills:** Staff: Jeff Kolin, Cheryl Friedling
- Culver City:** Councilmember Jeff Cooper, Councilmember Jim Clarke. Staff: John Nachbar, Shelly Wolfberg.
- Santa Monica:** Mayor Kevin McKeown. Staff: Francie Stefan.
- West Hollywood:** Mayor Pro Tem John Heilman. Staff: Paul Arevalo, David Wilson, Hernan Molina, Christof Schroeder, Bianca Siegl, Joanna Hankamer, Janet Jimenez.
- City of LA:** Councilmember Mike Bonin (District 11). Staff: Debbie Dyner Harris (Council District 11). Staff: Jay Greenstein (District 5).
- County of LA:** Staff: Felicia Parks-Rogers (District 3)
- WSCCOG:** Cecilia Estolano, Executive Director; Katherine Perez-Estolano, Executive Director; Staff: Winnie Fong
- Other Attendees:** Lauren Langer, Jenkins & Hogin, LLP; Mayor James Butts, City of Inglewood; Mike Bohlke, Metro Board Southwest Corridor Deputy; Jody Litvak, Metro; Norman Emerson, Emerson & Associates; Mary Strenn, ICMA; Jeff Kiernan, League of California Cities; Brian Rose, Leo Baeck Temple/One LA; Woodie Hamilton, Tri City Alliance; Kevin Burton, West Hollywood Bicycle Coalition; Victor Omelczenko, West Hollywood Preservation Alliance; Juel Drucker, West Hollywood Bicycle Coalition

1. CALL TO ORDER

Mayor Pro Tempore Heilman called the meeting to order at 12:16 p.m.

2. WELCOME, INTRODUCTIONS AND IDENTIFICATION OF VOTING MEMBERS

Mayor Pro Tempore Heilman welcomed the board to the meeting then initiated self-introductions by the attendees.

3. APPROVAL OF NOVEMBER 20, 2014 DRAFT MINUTES MEETING

A motion was made by Mayor Kevin McKeown and seconded by Councilmember Jeff Cooper to approve the November 20, 2014 meeting minutes. The motion passed unanimously.

4. EXECUTIVE DIRECTOR'S REPORT

Katherine Perez Estolano informed the board that the WSCCOG website design is complete and is experiencing a minor issue with the domain. The WSCCOG Executive Director team is currently working on the issue and anticipates the website's soft launch at the end of January. Ms. Perez-Estolano stated the WSCCOG Transportation Summit mentioned in the Executive Director's report will actually be a community workshop and the WSCCOG staff is currently working on assembling a planning subcommittee to organize the event.

(A) WSCCOG Financial Statements

Ms. Perez-Estolano presented the WSCCOG 2014 Audit Report and identified that there were no issues with the audit. The WSCCOG staff will work with WSCCOG Treasurer David Wilson with the next audit.

(B) Appointment of Los Angeles County Delegate and Alternate to WSCCOG Board

Cecilia Estolano announced that Supervisor Sheila Kuehl will serve as the new WSCCOG board delegate for the County of Los Angeles. Supervisor Mark Ridley-Thomas will be the alternate. Felicia Parks-Roger of Supervisor Kuehl's office added that Supervisor Don Knabe will be the second alternate.

(C) MTA Southwest Corridor Representative Update

Ms. Perez-Estolano announced that Mayor James Butts has been selected to serve as the next MTA Southwest Corridor Board representative. Ms. Perez-Estolano acknowledged former MTA Southwest Corridor Board representative Councilmember Pam O'Connor for her work representing the Westside. Councilmember Mike Bonin also acknowledged Councilmember O'Connor for her efforts. Councilmember Bonin is committed to work and advocate on behalf of the Westside member cities as a member of the MTA Board. Mayor Pro Tem Heilman asked if there will be any supplemental fees for the MTA Deputy. Ms. Perez-Estolano responded that the proposed contract extension with the current MTA Deputy will not affect the current budget because the WSCCOG has already covered the fee for the year. Ms. Perez-Estolano reminded the board that the MTA Deputy fee will be included in the next annual budget. Mayor Pro Tem Heilman welcomed Mayor James Butts to the board meeting. Mayor Butts thanked the Board and stated that he is committed to working with the Westside cities on regional transportation issues as the MTA Southwest Corridor Board representative.

(D) Metro Subregional Planning Area Boundary Changes

Ms. Perez-Estolano provided the board with an update in restoring the LAX area back in the Westside planning area boundary. Ms. Perez-Estolano advised that the COG will not be responsible for potential cost overruns.

5. STRATEGIC INITIATIVES UPDATE

(A) Transportation/Mobility

I. Westside Metro Mobility Matrix Update

Ms. Perez-Estolano indicated that Metro and Fehr & Peers are still working on the project evaluation and will work with the cities on the cost evaluations

next month. Ms. Perez-Estolano acknowledged that the Mobility Matrix is a lengthy process, but it is critical in preparation for a potential ballot measure in 2016. Ms. Perez-Estolano mentioned that the WSCCOG will use the Mobility Matrix to facilitate a public dialogue in a Westside community workshop hosted by the WSCCOG. Ms. Perez-Estolano mentioned that the Mobility Matrix final report is expected to be completed in February for the WSCCOG board to review in the next WSCCOG regular board meeting in March.

II. Westside Subregional Bikeshare Coordination Update

Ms. Perez-Estolano provided an update to the board regarding the WSCCOG Transportation Committee meeting in December 2014 on the WSCCOG subregional bike share coordination project. Mayor Pro Tem John Heilman inquired about Santa Monica's bike share launch date. Francie Stefan of Santa Monica responded that the city's bike share program will likely be launched in early fall. Mayor Kevin McKeown mentioned that the city is trying to move aggressively with the process. Mayor Pro Tem Heilman stated that West Hollywood would like to move forward and potentially partner with Santa Monica in the program. Kevin Burton of West Hollywood Bicycle Coalition made a public comment stating that he is excited to see WSCCOG and the Westside cities move forward with a bike share program as it helps solve the first-last mile and traffic condition issues. Mr. Burton cautioned that there will be people riding the bikes for the first time on city streets and that the cities will need better infrastructure to support the system. Mr. Burton advised that the WSCCOG consider its 2012 Bicycle Infrastructure Gap Closure Plan to develop regional connectivity between the Westside cities.

(B) Tourism/Economic Development

Cecilia Estolano provided an update regarding the first Tourism/Economic Development Committee meeting that occurred in December 2014. Ms. Estolano identified a strong interest among the committee members to work collaboratively on a joint project initiative. Ms. Estolano listed a few project proposals from the committee and invited the board to provide comment and direction. Mayor Kevin McKeown advised the board to ensure that the project initiatives, such as the Hidden Gems project, are not duplicative of existing projects and services (e.g. Yelp and Urban Spoon). Mayor McKeown is interested in marketing the Westside as the tech capital to attract and maintain technology companies locally in the subregion. Mayor McKeown also stated interest in the discussion of a regional taxi cab project initiative.

Councilmember Jim Clarke addressed that there are no elected officials on the Tourism/Economic Development Committee and expressed concerns that the committee might lack the vision and perspective the subregion needs. Ms. Estolano advised that the committee functions more as a technical working group. Ms. Estolano added that the Los Angeles Tourism and Convention Board is strong in regional marketing, which will help provide a larger vision and perspective for the Westside. Councilmember Jeff Cooper stated that the Westside should have a strong and unified message and added that there is already a presence of tech

market in the Westside. Councilmember Cooper added that he would like to be involved in the next Tourism/Economic Development Committee meeting.

Woodie Hamilton of the Tri-City Alliance made a public comment that he would like to see more involvement with the local Business Improvement District in the committee. Mayor Pro Tem John Heilman acknowledges that the Westside cities Convention and Visitors Bureaus currently work in partnership with each other and encourages more collaboration with all tourism organizations. Mayor Pro Tem Heilman prefers working on projects that are tangible and expressed interest in the regional taxicab project, filming best practices, and regional transportation guide.

Ms. Estolano stated that the committee agreed to meet bi-monthly and will meet again in the month of February. Ms. Estolano asked the board to prioritize which projects to undertake. Mayor Pro Tem Heilman recommended that the board defer the committee to prioritize the projects as experts in Tourism and Economic Development, in which the rest of the board concurred.

6. REPORT/PRESENTATIONS

(A) Enhanced Watershed Management Program EIR Process

Cecilia Estolano provided a brief background on the Enhanced Watershed Management Program EIR. Bruce Hamamoto of the LA County Public Works Department announced that the EIR was recently released with a 45-day public comment and review period. Mr. Hamamoto distributed the program's fact sheet and a sample support letter and requested the board to review the documents and provide support for the program. Gregg Begell of LA County Public Works Department advised the board to contact him for questions and comments. Mayor Pro Tem John Heilman advised the board to take this information to its respective public works department.

7. RECEIVE AND FILE

None.

8. ANNOUNCEMENTS

9. FUTURE MEETING LOCATION AND AGENDA ITEMS

Mayor Pro Tem John Heilman announced the next WSCCOG board meeting will be held in March in the City of Santa Monica. Mayor Kevin McKeown announced that there is a scheduling conflict with the WSCCOG board meeting and the 24th Ahwahnee Conference on the same day and requested an alternative date for the board meeting. Cecilia Estolano stated that the WSCCOG staff will poll each of the member cities to schedule an alternative date.

10. PUBLIC COMMENT

Leeor Alpern of South Coast Air Quality Management District announced an upcoming event for the 'Environmental Justice for All: A Conversation with the Community' Conference held on Friday, February 27, 2015. Mayor James Butts requested the board members to encourage their city's mayors to attend the City Selection Committee on February 5, 2015 at Metro to ratify his appointment as the MTA Board Southwest Corridor Representative. Katherine Perez-Estolano indicated that the ratification of Mayor Butts' appointment is

crucial as the Southwest Corridor Sector currently does not have a voting member on the MTA board. Jeff Kiernan of the League of California Cities updated the board that the League is working on a checklist for cities on recent legislations on solar permitting and massage parlor regulation. Mr. Kiernan also expressed potential concerns regarding a proposed legislation that would affect pending disputes and litigation regarding the dissolution of redevelopment agencies.

11. ADJOURNMENT

The meeting adjourned at 1:21 p.m.
