

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
TUESDAY, JANUARY 20, 2026
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS
625 N. SAN VICENTE BOULEVARD**

6:00 P.M. – ADJOURNED REGULAR MEETING

THE CITY OF WEST HOLLYWOOD HAS ADOPTED BRIEF SUMMARY AND ACTION MEETING MINUTES, WHICH PROVIDE A SUMMARY OF THE ACTIONS TAKEN AND POINTS OF DISCUSSION ONLY. ADDITIONAL COMMENTS OR INDIVIDUAL DISCUSSIONS REGARDING ANY ITEM SUMMARIZED IN THESE MINUTES MAY BE OBTAINED BY VIEWING THE ARCHIVED VIDEOS OF THE CITY COUNCIL MEETINGS AT www.weho.org/wehotv.

CALL TO ORDER: Mayor Heilman called the meeting to order at 6:01 p.m.

PLEDGE OF ALLEGIANCE: West Hollywood Chamber of Commerce President & CEO Leonard Lanzi led the Pledge of Allegiance.

ROLL CALL:

PRESENT: Councilmember Byers, Councilmember Erickson, Councilmember Meister, Vice Mayor Hang, and Mayor Heilman.

ALSO PRESENT: City Manager Jackie Rocco, City Attorney Lauren Langer, Director of Administrative Services Janet Jimenez, City Clerk Melissa Crowder, and Assistant City Clerk Lulu Morales.

APPROVAL OF AGENDA:

City Clerk Crowder stated that Agenda Item E.3. may not be moved to the Consent Calendar to allow separate public testimony as required by law.

City Council Changes:

- The City Council requested that Items D.1., F.1, F.2., and F.3. be moved to the Consent Calendar as Items B.15., B.16., B.17., and B.18, respectively.

Motion by Councilmember Byers, seconded by Councilmember Erickson, and approved (5/0).

LEVINE ACT DISCLOSURES:

Councilmember Erickson noted his recusal from Agenda Item C.1. due to receiving a campaign contribution from the party in the proceeding.

ADJOURNMENT MOTIONS:

Mayor Heilman requested that the meeting be adjourned in memory of Raymond Connelly.

PRESENTATIONS: None.

PUBLIC COMMENT:

SHANNON HUSTON, on behalf of PATHWAYS LA, spoke in support of Agenda Item B.8. and thanked the City for its longstanding investment in early childhood care and education. She urged support for expanding Pathways LA's services to include infants and toddlers, and for a mixed, subsidized and fee-based model, emphasizing the importance of safe, high-quality early learning environments.

STEPHANIE HARKER, WEST HOLLYWOOD, spoke in support of Item B.10. She also expressed concerns with recent streamlining efforts around development in the City and the need for public input on development projects.

KAREN EYRES, on behalf of the HUMAN SERVICES COMMISSION, spoke in support of Agenda Item B.9. She also spoke as a resident in support of Agenda Item F.3.

KIM RIVERA, WEST HOLLYWOOD, spoke in support of Agenda Item D.1., noting that after living on the street for 20 years, parking has become increasingly difficult.

SHER ARAR, WEST HOLLYWOOD, spoke in support of Agenda Item D.1., emphasizing the importance of parking relief for residents of Alfred Street who face heavy visitor parking, expressed appreciation for the neighborhood and community, and offered a welcome to the Mayor at his first meeting.

ANN GIAGNI, LOS ANGELES, spoke in support of Agenda Item F.3. and noted it is part of a nationwide effort.

ABBE LAND, WEST HOLLYWOOD, spoke in support of Agenda Item F.3.

MIKE NUTTALL, WEST HOLLYWOOD, expressed concern about reported data-sharing practices by Flock, urged greater discussion and transparency about how information is used and accessed.

ALI SHAHIDI, WEST HOLLYWOOD, spoke regarding concerns about a Planning Commission remark that appeared to minimize the voices of certain neighborhoods, and respectfully requested an acknowledgment of the issue along with a reaffirmation that all residents' testimony is heard and evaluated on its merits, regardless of neighborhood size.

LYN ETCETERA, WEST HOLLYWOOD, spoke to request an adjournment in memory of Renee Good, expressed appreciation for Mackenzie Scott's \$45 million donation to

the Trevor Project's suicide prevention efforts, and shared personal gratitude for the impact of suicide prevention support.

MICHAEL FERRERA, on behalf of the members of ROAR, spoke in support of Agenda Item F.3.

CATHY BLAIVAS, WEST HOLYWOOD, expressed frustration with national politics, thanked the Mayor for acknowledging community impacts, and urged that any development streamlining efforts not limit public participation, emphasizing the importance of preserving residents' voices and rights in local decision-making, especially in the current climate.

CITY MANAGER'S REPORT:

City Manager Jackie Rocco reported on resident concerns regarding the Tipu Tree Replacement Planting Project in the northeast area of the City. She also announced upcoming community events, including the January 21 launch of *WeHo Stories*, a coffee table book and website presented in partnership with the L.A. County Library, and the January 24 Winter Sounds concert at Live at the Sun Rose featuring Ghost Note and Catalyst Collective. Additionally, she announced the City's annual audit was completed on schedule and in full compliance, with audited financials to be presented during the March mid-year budget review. She introduced staff from the Economic Development Department who provided an update.

Update from the Economic Development Department

Economic Development Director Laura Biery, Business Development Manager Paolo Kespradit, and Arts Manager Rebecca Ehemann presented an update on the Economic Development Department, highlighting accomplishments in 2025 and future priorities. The Arts Division reported expanded programming and grant support that reinforces West Hollywood's cultural identity, with plans to strengthen core programs, advance public art, and implement the 2025–2028 Creative Plan, City Playhouse, and artist residency initiatives. The Business Development Division highlighted work across business attraction, retention, and expansion, including extensive outreach, City Council-directed initiatives, small business support, and programs such as WeHo Loves Locals, free parking partnerships, and business tax credits. Staff also emphasized ongoing engagement with businesses opening, closing, or relocating and reaffirmed West Hollywood's position as a destination of choice, with additional 2026 work-plan items to be reviewed separately by the City Council.

***The City Council recessed briefly due to technical issues at 6:40 p.m. and reconvened at 6:42 p.m.*

FISCAL IMPACT ON CONSENT CALENDAR:

City Clerk Melissa Crowder stated that the fiscal impact on tonight's Consent Calendar, with the addition of Items D.1., F.1, F.2., and F.3., was \$836,261 in expenditures, \$226,896 in revenue, and (\$0) in waived fees.

City Clerk Melissa Crowder read the title of Ordinance Number 26-01 of Agenda Item B.15. into the record.

B. CONSENT CALENDAR:

B.1.,2.,3.,4.,5.,6.,7.,8.,9.,10.,11.,12.,13.,14.,15.,16.,17.,18. Motion by Councilmember Erickson, seconded by Councilmember Byers, and approved (5/0).

B.1. POSTING OF AGENDA:

SUBJECT: The agenda for the meeting of Tuesday, January 20, 2026, was posted at City Hall, Plummer Park, and the Aquatics & Recreation Center (ARC) on Wednesday, January 14, 2026.

ACTION: Received and filed. **Approved as part of the Consent Calendar.**

B.2. APPROVAL OF MINUTES:

SUBJECT: The City Council is requested to approve the minutes of the prior Council meeting.

ACTION: Approved the minutes of January 12, 2026. **Approved as part of the Consent Calendar.**

B.3. APPROVAL OF DEMAND REGISTER NO. 984 [O. JONES, K. BARENG, Y. MARTINEZ]:

SUBJECT: The City Council shall receive the Demand Register for period ending pursuant to Sections 37201 to 37210 of the Government Code of the State of California.

ACTION: Approved Demand Register No. 984 and adopted Resolution No. 26-002. **Approved as part of the Consent Calendar.**

B.4. CLAIMS ADMINISTRATION [J. JIMENEZ, M. CROWDER, Y. ZHOSAN]:

SUBJECT: The City Council is receiving notification that the City's third-party administrator Carl Warren & Co. has denied one (1) Claim for Damages from Lee Kleinman.

ACTION: Received and filed. **Approved as part of the Consent Calendar.**

B.5. ADOPT ORDINANCE NO. 25-31 (2ND READING) "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING SECTION 19.36.310 OF CHAPTER 19.36, SECTION 19.42.020 and SECTION 19.42.040 OF CHAPTER 19.42, AND ADDING CHAPTER 19.43 (ADU PERMIT) TO TITLE 19 OF THE CITY OF WEST HOLLYWOOD MUNICIPAL CODE

RELATING TO ACCESSORY DWELLING UNITS AND, JUNIOR ACCESSORY DWELLING UNITS AND FINDING THE ACTION TO BE STATUTORILY EXEMPT FROM CEQA UNDER PUBLIC RESOURCES CODE §21080.17” [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: *The City Council will waive further reading and adopt Ordinance No. 25-31, amending Section 19.36.310 of Chapter 19.36, Section 19.42.020 and Section 19.42.040 of Chapter 19.42, and adding Chapter 19.43 (ADU permit) to Title 19 of the City of West Hollywood Municipal Code relating to accessory dwelling units and, junior accessory dwelling units and finding the action to be statutorily exempt from CEQA under Public Resources Code §21080.17.*

ACTION: Waived further reading and adopted Ordinance No. 25-31: “AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING SECTION 19.36.310 OF CHAPTER 19.36, SECTION 19.42.020 and SECTION 19.42.040 OF CHAPTER 19.42, AND ADDING CHAPTER 19.43 (ADU PERMIT) TO TITLE 19 OF THE CITY OF WEST HOLLYWOOD MUNICIPAL CODE RELATING TO ACCESSORY DWELLING UNITS AND, JUNIOR ACCESSORY DWELLING UNITS AND FINDING THE ACTION TO BE STATUTORILY EXEMPT FROM CEQA UNDER PUBLIC RESOURCES CODE §21080.17. **Approved as part of the Consent Calendar.**

B.6. COMMISSION MEETING SYNOPSES [M. CROWDER, L. MORALES]:

SUBJECT: *The City Council will receive synopses from the Human Services Commission, the Rent Stabilization Commission, and the Women’s Advisory Board regarding actions taken at their recent meetings.*

ACTION: Received and filed. **Approved as part of the Consent Calendar.**

B.7. TREASURER’S REPORT FOR NOVEMBER 2025 [O. JONES, B. ROSEN, S. PELOSO, S. STEPHENS]:

SUBJECT: *The City Council will receive the Treasurer’s Reports for the month ended November 2025 pursuant to Section 53646 of the Government Code of the State of California.*

ACTION: Received and filed the November 2025 Treasurer’s Report. **Approved as part of the Consent Calendar.**

B.8. YEAR-END REPORT ON SOCIAL SERVICES PROGRAMS – CONTRACT YEAR 2024–2025 [C. SAFRIET, T. CARTER, D. MURRAY, F. GOMEZ, M. ULLOA, M. LIBERMAN, I. ARRENDONDO, D. SAUNDERS, K. FIERRO]:

SUBJECT: *The City Council will receive the Year-End Report on Social Services Programs for the 2024–2025 contract year.*

ACTIONS: Received and filed the Year-End Report on Social Services Programs for the 2024–2025 contract year. **Approved as part of the Consent Calendar.**

B.9. AWARD OF 2025-26 AGENCY DEVELOPMENT GRANTS AND APPROVAL OF AGREEMENTS FOR SERVICES WITH PATHWAYS LA AND HEALTHCARE IN ACTION [C. SAFRIET, T. CARTER, J. IVANOVA, F. GOMEZ]:

SUBJECT: The City Council will consider approval of the recommended recipients for the Social Services Agency Development Grants for the 2025–26 funding cycle as well as Agreements for Services with the recipients.

ACTIONS: 1) Approved the award of Social Services Agency Development Grants to Pathways LA and Healthcare in Action for \$12,500 each, totaling \$25,000 for the 2025–26 funding cycle; and 2) Approved Agreements for Services with Pathways LA and Healthcare in Action and authorized the City Manager or designee to execute all documents incident to the Agreements. **Approved as part of the Consent Calendar.**

B.10. GRANTS IN THE SCHOOLS PROGRAM UPDATE [C. SAFRIET, T. CARTER, D. MURRAY, D. SAUNDERS, K. FIERRO, A. VALDEPEÑA]:

SUBJECT: The City Council will consider approval of grant awards for the 2025–26 school year under the City of West Hollywood's Grants in the Schools program. This action follows the Council's November 3, 2025, approval to expand the program by doubling the annual budget and increasing the maximum grant award per school.

ACTION: Approved ten Grants in the Schools applications for the 2025–26 school year, totaling \$48,000. **Approved as part of the Consent Calendar.**

B.11. ACCEPT GRANT OF \$20,000 FROM THE 3RD SUPERVISORIAL DISTRICT OF LOS ANGELES COUNTY FOR 2026 HARVEY MILK DAY PROGRAMMING [L. BIERY, R. EHEMANN, M. CHE]:

SUBJECT: The City Council will consider accepting a grant of \$20,000 from the 3rd Supervisorial District of Los Angeles County for 2026 Harvey Milk Day programming.

ACTIONS: 1) Authorized acceptance of a \$20,000 grant from the 3rd Supervisorial District of Los Angeles County for Harvey Milk Day programming, 2) Authorized the City Manager or their designee to execute all documents incident to the grant; and 3) Authorized inclusion of the County of Los Angeles Third District Supervisor Pride-themed logo on the WeHo Pride website, social media graphic, and flyer for the event. **Approved as part of the Consent Calendar.**

B.12. INCREASE THE AMOUNT OF A COOPERATIVE PURCHASING AGREEMENT WITH ENTERPRISE FM TRUST TO PURCHASE AND MAINTAIN THE CITY'S FLEET VEHICLES [H. COLLINS, P. TICUN, E. HAMANT]:

SUBJECT: The City Council will consider authorizing an increase to the amount of the cooperative purchasing agreement with Enterprise FM Trust for the acquisition and maintenance of the City's fleet vehicles.

ACTION: Authorized the Finance & Technology Services Department to amend the Purchase Order with Enterprise FM Trust, pursuant to the Sourcewell Cooperative Purchasing Agreement, to include an additional \$340,000 for the acquisition and maintenance of City fleet vehicles and a new total not-to-exceed amount of \$1,065,000. **Approved as part of the Consent Calendar.**

B.13. AUTHORIZE THE USE OF A COOPERATIVE PURCHASING AGREEMENT WITH CARAHSOFT TECHNOLOGY CORP. TO PURCHASE SOFTWARE & RELATED SERVICES IN SUPPORT OF THE CITY'S CAPITAL IMPROVEMENT PROGRAM [S. CAMPBELL, H. COLLINS, E. HAMANT]:

SUBJECT: The City Council will consider approving the use of a Cooperative Purchasing Agreement with Carahsoft Technology Corp. to purchase Procure, a project management software, and related services in support of the City's Capital Improvement Program.

ACTION: Authorized the Finance & Technology Services Department to issue a Purchase Order to Carahsoft Technology Corp., pursuant to the OMNIA Partners Cooperative Purchasing Agreement, to purchase Procure, a project management software, and related services in support of the City's Capital Improvement Program in an amount not-to-exceed \$150,000. **Approved as part of the Consent Calendar.**

B.14. NOTICE OF COMPLETION FOR CIP 2204, RULE 20B OVERHEAD TO UNDERGROUND CONVERSION LA PEER DRIVE & ALMONT DRIVE AND AMENDMENT NO. 6 TO THE AGREEMENT FOR SERVICES WITH MAGNA CONSULTING FOR DESIGN SERVICES [H. COLLINS, J. GILMOUR]:

SUBJECT: The City Council will consider accepting work completed by Bali Construction and approving the Notice of Completion for CIP 2204 (Rule 20B Overhead-to-Underground Conversion—La Peer Drive and Almont Drive). The City Council will also consider amending the Agreement for Services with Magna Consulting to increase the not-to-exceed amount for design services.

ACTIONS: 1) Accepted the work completed by Bali Construction for CIP 2204, Rule 20B Overhead to Underground Conversion La Peer Drive & Almont Drive and authorize the following: a) File the Notice of Completion by the City Clerk with the Los Angeles Recorder's Office, b) Issue the final payment to the contractor at the end of the 35 day lien period, c) Release of the Performance Bond on the date of recordation of the Notice of Completion, and d) Release of the Payment Bond 35 days after the date of recordation of the Notice of Completion, pending no receipt of Stop Notices from material suppliers or subcontractors; and 2) Approved Amendment No. 6 to the Agreement for Services with Magna Consulting

to increase the amount of the Agreement by \$35,165, for a total not-to-exceed amount of \$623,843, and authorized the City Manager or designee to execute documents incident to the Agreement. **Approved as part of the Consent Calendar.**

B.15. (D.1.) INTRODUCTION ON FIRST READING OF AN ORDINANCE FOR THE IMPLEMENTATION OF DISTRICT 9 PREFERENTIAL PARKING REGULATIONS ON ALFRED STREET BETWEEN SANTA MONICA BOULEVARD AND THE CITY OF LOS ANGELES/WEST HOLLYWOOD BORDER, NORTH OF ROMAINE STREET [H. COLLINS, V. GUARINO, B. BORTFELD]:

SUBJECT: The City Council will consider introducing on first reading an Ordinance to implement District 9 preferential parking regulations on the 1000 block of Alfred Street, between Santa Monica Boulevard and the City of Los Angeles/West Hollywood border, north of Romaine Street.

ACTION: Introduced on first reading Ordinance No. 26-01: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING SECTION 10.08.240 (WEST HOLLYWOOD PREFERENTIAL PARKING DISTRICT NO. 9) OF CHAPTER 10.08 (PREFERENTIAL PARKING DISTRICTS), TITLE 10 (VEHICLES AND TRAFFIC) OF THE WEST HOLLYWOOD MUNICIPAL CODE, IMPLEMENTING DISTRICT 9 PREFERENTIAL PARKING REGULATIONS ON THE 1000 BLOCK OF ALFRED STREET BETWEEN SANTA MONICA BOULEVARD AND THE CITY OF LOS ANGELES/WEST HOLLYWOOD BORDER, NORTH OF ROMAINE STREET." **Approved as part of the Consent Calendar.**

B.16. (F.1.) RESOLUTION ADOPTING THE PROGRAM PLANNING SUMMARY FOR COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS FOR FISCAL YEAR 2026-2027 [O. JONES, A. RUIZ, C. DUNCAN, C. SAFRIET, T. CARTER, F. GOMEZ, H. COLLINS, J. GILMOUR, J. RICO]:

SUBJECT: The City Council will consider a Resolution approving the Community Development Block Grant Program (CDBG) Planning Summary and budget for fiscal year 2026-27.

ACTIONS: 1) Adopted Resolution No. 26-003: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, APPROVING THE PROGRAM PLANNING SUMMARY FOR COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS FOR FISCAL YEAR 2026-2027"; 2) Approved the fiscal year 2026-27 CDBG program budget and instruct Staff to submit the CDBG Program Planning Summary for approval to the Los Angeles County Community Development Commission by February 3, 2026.; and 3) Authorized the City Manager (or designee) to execute all documents necessary to receive the CDBG allocation. **Approved as part of the Consent Calendar.**

B.17. (F.2.) AMEND THE CITY COUNCILMEMBER LIST OF PRE-APPROVED ORGANIZATIONS / EVENT TO INCLUDE CONFERENCES HOSTED BY HOUSING CALIFORNIA [C. BYERS]:

SUBJECT: The City Council will consider amending the City Councilmember list of pre-approved organizations and events to include the annual and local conferences hosted by Housing California.

ACTION: Approved the addition of the annual and local conferences hosted by Housing California to the list of pre-approved organizations and events that members of the City Council are permitted to attend each year. **Approved as part of the Consent Calendar.**

B.18. (F.3.) A RESOLUTION REAFFIRMING THE CITY OF WEST HOLLYWOOD'S COMMITMENT TO UPHOLDING THE CONSTITUTION OF THE UNITED STATES AND URGING CONGRESS TO CHALLENGE UNCONSTITUTIONAL ACTIONS TAKEN BY THE TRUMP ADMINISTRATION [C. BYERS, D. HANG]:

SUBJECT: The City Council will consider adopting a Resolution reaffirming the City of West Hollywood's commitment to upholding the Constitution of the United States and urging Congress to challenge unconstitutional actions taken by the Trump Administration. This year marks the 250th anniversary of the United States of America, and in light of this milestone, the City of West Hollywood reaffirms its commitment to the country's foundational ideals of free speech, equality, fair elections, and checks and balances.

ACTIONS: 1) Adopted Resolution No. 26-004: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD REAFFIRMING THE CITY OF WEST HOLLYWOOD'S COMMITMENT TO UPHOLDING THE CONSTITUTION OF THE UNITED STATES AND URGING CONGRESS TO CHALLENGE UNCONSTITUTIONAL ACTIONS TAKEN BY THE TRUMP ADMINISTRATION"; and 2) Directed staff to send copies of the resolution to United States Senators Alex Padilla and Adam Schiff, and Representative Laura Friedman, and California Governor Gavin Newsom. **Approved as part of the Consent Calendar.**

C. PUBLIC HEARINGS:

C.1. REQUEST TO PERMIT A NEW ONE-SIDED FULL MOTION BILLBOARD AND SITE IMPROVEMENTS IN FRONT OF THE BUILDING ON THE PROPERTY LOCATED AT 9200 SUNSET BOULEVARD [N. MARICICH, J. ALKIRE, J. DAVIS, P. CAPORASO]:

Subject: The proposal is to construct a new single-faced, full motion billboard in the area in front of 9200 Sunset Boulevard. The proposal also includes site improvements at the base of the billboard structure with pedestrian plazas including seating and interactive plaques describing the history of the billboards along the Sunset Strip. The proposal is called "The Legacy Loop." This is a revised project proposal based on direction from the City Council hearing of February 3, 2025. This project is subject

to the California Environmental Quality Act (CEQA). A Negative Declaration, with a subsequent addendum and conformance analysis, was prepared, and which analyzed the project.

Mayor Heilman opened the public hearing.

Councilmember Erickson recused himself as indicated above - Levine Act Disclosures.

The City Councilmembers provided their disclosures.

City Clerk Melissa Crowder stated that the public hearing was noticed as required by law.

Community Development Director Nick Maricich and Assistant Community Development Director Jennifer Alkire introduced Senior Planner Paul Caporaso, who provided background information as outlined in the staff report dated January 20, 2026.

City Council asked clarifying questions regarding the project's prior iterations, why it is being reviewed under the 2021 rules despite revisions, and raised follow-up questions about lighting to be directed to the applicant.

The following members of the public came forward to speak in Council Chambers:

JEFF SEYMOUR on behalf of the APPLICANT, thanked City staff and the City Council for their work on the item, briefly introduced the reimagined project for final consideration, identified team members Benjamin Anderson with Office Untitled, Spencer Kallick (attorney with Allen Matkins), and Dawn Hollingsworth with Dark Horse Lightworks available to address questions regarding design, the development agreement, and the lighting study.

LEONARD LANZI, on behalf of the WEST HOLLYWOOD CHAMBER OF COMMERCE and the Sunset Strip Business Improvement District, expressed strong support for the project, citing its alignment with the City's updated billboard policy, enhancements to the Sunset Strip's digital art identity, street-level public improvements, and overall benefits to visitors, local businesses, and the community.

Councilmembers examined the lighting study in detail, posed clarifying questions about how the current design differs from earlier iterations, compliance with revised nighttime brightness limits, and the technical basis for determining that light trespass would not occur. They also discussed the differing impacts of static images versus full-motion digital

displays, questioned the study's scope and limitations, and sought clarification on whether the study had been shared with the Sierra Towers Homeowners Association or only with individual residents, particularly in light of recent correspondence expressing continued concerns from Sierra Towers residents.

Mayor Heilman closed the public hearing.

The City Council engaged in a detailed discussion weighing resident concerns—particularly from Sierra Towers—about potential light, motion, and quality-of-life impacts against the project's public benefits, improved design, and substantial long-term revenue for the City. Councilmembers reviewed the project's evolution, lighting study, and CEQA compliance, including prior environmental reviews and project-specific analysis, and discussed differences between static and full-motion digital signage. While some members remained concerned about motion and neighborhood impacts, others expressed confidence in the study findings, sign orientation, mitigation measures, and public-realm enhancements, noting an estimated \$47.65 million in public benefit revenue. Overall, the Council indicated general support to proceed and directed staff to follow up with residents, ensure transparency, share updated lighting information, and confirm mechanisms for addressing future complaints.

ACTIONS: 1) Introduced on first reading Ordinance No. 26-02: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A DEVELOPMENT AGREEMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AND SITE IMPROVEMENTS AT 9200 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA"; 2) Introduced on first reading Ordinance No. 26-03: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A ZONING MAP AMENDMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AND SITE IMPROVEMENTS AT 9200 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA"; and 3) Adopted Resolution No. 26-005: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A SIGN PERMIT AND NEGATIVE DECLARATION AND ADDENDUM IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AND SITE IMPROVEMENTS AT 9200 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." **Motion by Councilmember Byers, seconded by Vice Mayor Hang, and approved (3/1), noting Councilmember Meister's "no" vote and Councilmember Erickson's recusal.**

D. LEGISLATIVE:

D.1. INTRODUCTION ON FIRST READING OF AN ORDINANCE FOR THE IMPLEMENTATION OF DISTRICT 9 PREFERENTIAL PARKING

REGULATIONS ON ALFRED STREET BETWEEN SANTA MONICA BOULEVARD AND THE CITY OF LOS ANGELES/WEST HOLLYWOOD BORDER, NORTH OF ROMAINE STREET [H. COLLINS, V. GUARINO, B. BORTFELD]:

SUBJECT: The City Council will consider introducing on first reading an Ordinance to implement District 9 preferential parking regulations on the 1000 block of Alfred Street, between Santa Monica Boulevard and the City of Los Angeles/West Hollywood border, north of Romaine Street.

ACTION: This Item was moved to the Consent Calendar.

E. UNFINISHED BUSINESS:

E.1. UPDATE ON PLANS FOR THE 2026 WORLD CUP AND 2028 GAMES [J. ROCCO, A. LOVANO, L. BIERY, R. EHEMANN, Y. QUARKER, C. SMITH, M. REATH]:

SUBJECT: The City Council will receive an update on the City's plans for the 2026 World Cup and 2028 Olympic Games.

Assistant to the City Manager Andi Lovano, Director of Economic Development Laura Biery, and Arts Manager Rebecca Ehemann provided background information as outlined in the staff report dated January 20, 2026.

The City Council posed clarifying questions regarding the World Cup Fan Zone budgets, scale, programming, and value, including the \$250,000 for event production and \$275,000 for Disco Foot performances, as well as screens, attendance, and scheduling. Staff explained the costs, outlined park activations and business outreach, noted plans for limited alcohol service, and described the events as a pilot to inform future major events, including the Olympics.

Councilmembers expressed support for the World Cup related programming and broader arts, cultural, and community activations, emphasizing partnerships with local organizations, athletic groups, businesses, and cultural institutions, and noting excitement about the long-term lead-up to future global events. The City Council generally supported the proposed plans and dates, encouraged continued coordination with local sports clubs and businesses, and highlighted the importance of effective outreach, tourism promotion, and inclusion of areas such as Sunset Boulevard and hotel-adjacent spaces. Several members suggested flexibility to increase the budget if needed to ensure high-quality execution, requested continued evaluation of alcohol service options to balance visitor experience with support for local bars, and asked staff to remain adaptable given external economic and political uncertainties. They directed staff to proceed with the proposed actions, follow up on outreach and coordination efforts, and return with additional information related to alcohol consumption at the park.

ACTIONS: 1) Received an update on the City of West Hollywood's plans for the 2026 World Cup and 2028 Olympic Games, and provide additional direction or feedback as necessary; 2) Authorized the City Manager or designee to negotiate and execute all documents incident to an Agreement for Services with The Very Creative Firm in an amount not to exceed \$250,000 for event production services for the World Cup Fan Zone activations; 3) Authorized the City Manager or designee to negotiate and execute all documents incident to an Agreement for Services with The Blanket in an amount not to exceed \$275,000 for event production services for the presentation of the Discofoot© performance art program in the World Cup Fan Zone activation; 4) Approved the waiver of Facility Use Fees, Special Event Permit Fees, Parking Meter Fees, Building & Safety Permit Fees, and Encroachment Permit Fees associated with the production of the World Cup Fan Zones; and 5) Return with a Consent Calendar update on items identified by the Council during the discussion of the item. **Motion by Councilmember Byers, seconded by Councilmember Meister, and approved (5/0).**

E.2. UPDATE ON BUSINESS RETENTION PROGRAMS FOR RESTAURANTS [L. BIERY, P. KESPRADIT, O. JONES]:

SUBJECT: The City Council will receive an update on business retention programs designed to retain restaurant business in the City of West Hollywood.

Director of Economic Development Laura Biery and Business Development Manager Paolo Kespradit provided background information as outlined in the staff report dated January 20, 2026.

The City Council asked whether the labor and rent cost percentages in the staff report reflected actual local conditions or industry benchmarks and sought clarification on how West Hollywood businesses compare. Staff explained the figures are industry guidelines from the California Restaurant Association, provided for context rather than local actuals, and noted that individual businesses vary widely. Councilmembers also asked about the effectiveness of prior small business grants; staff responded that a COVID-era grant program awarded \$5,000 grants to four qualifying businesses, though follow-up data on their status was not available.

The following speaker provided public comment in Council Chambers:

LEONARD LANZI, on behalf of the WEST HOLLYWOOD CHAMBER OF COMMERCE, expressed support for the Item.

The City Council supported the proposed restaurant assistance and economic relief efforts, while raising questions about how grant thresholds were calculated and requesting additional options tied to a percentage of

sales tax, consistent with the item's original intent. Staff explained the rationale for a tiered grant approach and why direct grants were favored over sales-tax rebates, and Council directed staff to return with alternative models and options for consideration. Councilmembers emphasized reducing regulatory and fee burdens on businesses, particularly special event permits, activation limits, and business-related fees, and encouraged staff to eliminate "low-hanging fruit" that restricts creativity, nightlife, and revenue generation. Direction was given to further evaluate fee waivers, permit streamlining, zoning code definition changes to allow more activities by right, and expansion of successful programs such as WeHo Loves Locals gift cards and free parking initiatives, with funding to be reviewed as part of the mid-year and annual budget processes. The City Council also discussed flexibility to adjust grant thresholds, the possibility of repeating grant programs if conditions warrant, and ensuring City policies support spending City funds locally. Staff was directed to incorporate the Council's feedback, coordinate with Finance, and return with refined proposals and budget recommendations for approval.

ACTIONS: 1) Received an update on the Business Development workplan, including existing business retention programs and outreach conducted to restaurants; 2) Authorized staff to develop comprehensive guidelines for a one-time Restaurant Grant Program supporting restaurant businesses. Once the guidelines are established, staff will then administer the program, which will provide grants totaling up to \$250,000. Each eligible restaurant business, excluding those located on the premises of, connected to, or operated in conjunction with a hotel, may receive up to \$12,500; 3) Authorized the Director of Finance & Technology Services to allocate \$250,000 from unallocated reserves in the General Fund Reserves for the Restaurant Grant Program; and 4) Directed staff to explore other temporary economic relief programs as part of an economic stimulus package specifically for restaurants including reductions or waivers of City business tax certificates, business license fees, and/or special event permit fees, increased funding for WeHo Loves Locals Gift Card Program, and reintroduction of the WeHappy Wednesdays for potential incorporation in the next two-year budget cycle. **Motion by Councilmember Byers, seconded by Vice Mayor Hang, and approved (5/0).**

E.3. PUBLIC MEETING TO RENEW THE WEST HOLLYWOOD TOURISM IMPROVEMENT DISTRICT [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:

SUBJECT: The City Council of the City of West Hollywood (City) will receive public testimony on the renewal of the West Hollywood Tourism Improvement District (WeHoTID). This meeting is specifically designed to receive public testimony on the renewal of the WeHoTID. A future public hearing will be held on February 17, 2026, to receive further public

testimony and have the City Council deliberate and make a formal determination on the renewal of the WeHoTID.

Director of Economic Development Laura Biery and Business Development Manager Paolo Kespradit provided background information as outlined in the staff report dated January 20, 2026.

There were no members of the public wishing to speak.

ACTION: The City Council allowed public testimony on the Item; however, no members of the public came forward. Staff will proceed with a public hearing at the February 17, 2026 City Council meeting for the renewal of the West Hollywood Tourism Improvement District. **Motion by Councilmember Erickson, seconded by Vice Mayor Hang, and approved (5/0).**

E.4. AGREEMENT FOR SERVICES WITH RCLCO FOR AN ECONOMIC ANALYSIS OF A RESIDENTIAL CONSTRUCTION MINIMUM WAGE [L. BIERY, P. KESPRADIT]:

SUBJECT: The City Council will consider approving an Agreement for Services with RCLCO for an Economic Analysis of a Residential Construction Minimum Wage.

The City Council expressed support for conducting the economic analysis but requested confirmation that wage data would be included, noting it as essential baseline information. Staff confirmed that wages would be incorporated into the study, and the item was approved with that direction.

There were no members of the public wishing to speak.

ACTIONS: 1) Approved an Agreement for Services with RCLCO in an amount not to exceed \$85,000 to conduct an Economic Analysis of a Residential Construction Minimum Wage; 2) Authorized the Director of Finance & Technology Services to allocate \$45,000 from unallocated reserves in the General Fund for the Economic Analysis of a Residential Construction Minimum Wage; and 3) Authorized the City Manager or designee to negotiate documents incident to the Agreement. **Motion by Vice Mayor Hang, seconded by Councilmember Byers, and approved (5/0).**

F. NEW BUSINESS:

F.1. RESOLUTION ADOPTING THE PROGRAM PLANNING SUMMARY FOR COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS FOR FISCAL YEAR 2026-2027 [O. JONES, A. RUIZ, C. DUNCAN, C. SAFRIET, T. CARTER, F. GOMEZ, H. COLLINS, J. GILMOUR, J. RICO]:

SUBJECT: The City Council will consider a Resolution approving the Community Development Block Grant Program (CDBG) Planning Summary and budget for fiscal year 2026-27.

ACTION: This Item was moved to the Consent Calendar.

F.2 AMEND THE CITY COUNCILMEMBER LIST OF PRE-APPROVED ORGANIZATIONS / EVENT TO INCLUDE CONFERENCES HOSTED BY HOUSING CALIFORNIA [C. BYERS]:

SUBJECT: The City Council will consider amending the City Councilmember list of pre-approved organizations and events to include the annual and local conferences hosted by Housing California.

ACTION: This Item was moved to the Consent Calendar.

F.3. A RESOLUTION REAFFIRMING THE CITY OF WEST HOLLYWOOD'S COMMITMENT TO UPHOLDING THE CONSTITUTION OF THE UNITED STATES AND URGING CONGRESS TO CHALLENGE UNCONSTITUTIONAL ACTIONS TAKEN BY THE TRUMP ADMINISTRATION [C. BYERS, D. HANG]:

SUBJECT: The City Council will consider adopting a Resolution reaffirming the City of West Hollywood's commitment to upholding the Constitution of the United States and urging Congress to challenge unconstitutional actions taken by the Trump Administration. This year marks the 250th anniversary of the United States of America, and in light of this milestone, the City of West Hollywood reaffirms its commitment to the country's foundational ideals of free speech, equality, fair elections, and checks and balances.

ACTION: This Item was moved to the Consent Calendar.

F.4. APPOINTMENT TO THE PUBLIC SAFETY COMMISSION [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: Councilmember Meister will make her direct appointment to the Public Safety Commission.

ACTION: Councilmember Meister appointed **Kimberly Winick** as her direct appointee to the Public Safety Commission for a term ending February 28, 2027.

EXCLUDED CONSENT CALENDAR: None.

PUBLIC COMMENT: None.

COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:

Councilmember Byers congratulated Mayor Heilman on his first meeting, reported her attendance at the Los Angeles County Affordable Housing Solutions Agency (LACHASA) board meeting, and highlighted the agency's expanding work to fund affordable housing development and rental assistance through Measure A and related programs, including projects benefiting West Hollywood. She also noted upcoming

participation in the Martin Luther King Day of Service, thanked the City Council for adjourning in memory of Renee Good, reaffirmed the City's support for the community amid recent immigration enforcement concerns, and expressed appreciation for her colleagues support to add the Housing California panel to the travel list, where she will speak on West Hollywood's rent control and rent stabilization policies.

Councilmember Meister stated she had no meeting attendance to report or updates to provide.

Councilmember Erickson congratulated Mayor Heilman on his first meeting, thanked City Staff and community partners for advancing and increasing the School Grants and Schools Program under Agenda Item B.10., and expressed appreciation for making the grants more usable and impactful. He also reported attending recent City events and requested that staff re-evaluate the Kings Road Park usage policy, describing current restrictions as outdated, and consider expanded, but balanced, community use to better serve families and help relieve demand on other parks.

Vice Mayor Hang reported no updates, congratulated the Mayor on his first meeting, and welcomed Councilmember Meister back, expressing relief that she is doing well.

Mayor Heilman reported his attendance at the City Council Homelessness Subcommittee meeting and the City Council Code of Conduct Ad Hoc Subcommittee meeting, highlighted the successful launch of Holloway House with residents already transitioning to permanent housing, and noted upcoming community events, including the Martin Luther King Day volunteer event and the annual homeless count. The Mayor concluded his comments by affirming that the City Council values and welcomes public comment from all residents and neighborhoods, regardless of differing viewpoints.

ADJOURNMENT: The City Council adjourned at 8:37 p.m. in memory of Raymond Connelly to its next Regular City Council meeting, which will be on Monday, February 2, 2026, at 6:00 p.m. at West Hollywood Park Public Meeting Room - Council Chambers.

PASSED, APPROVED, AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 2nd day of February 2026, by the following vote:

AYES:	Councilmember:	Byers, Erickson, Meister, Vice Mayor Hang, and Mayor Heilman.
NOES:	Councilmember:	None.
ABSENT:	Councilmember:	None.
ABSTAIN:	Councilmember:	None.

JOHN HEILMAN, MAYOR

ATTEST:

MELISSA CROWDER, CITY CLERK