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Issue 435 • January 31 - February 6, 2008

Future of Permit Program Debated



New Board members Fenton, Goldberg want to see total number of permits reduced.



letters & email

“Adding it Up” [Issue 434]

This letter to the editor is the first that I have written in the 48 years that I have been a resident of Beverly Hills.

The interview with Myra Demeter, President of the Beverly Hills Board of Education, in [issue 434] of Beverly Hills Weekly raises more questions than it answers. For example, why wasn't there discussion about our school district's falling state and national ratings? Our 2006 national Beverly Hills high school rating was 401. The district continues to decline from being ranked in the top five high schools for decades. Why? We were known as a “Lighthouse district,” but not so any more.

If our teachers are some of the best, as stated by some of the board members and administrators, why does board president Demeter state in the interview “We have also provided our teachers with meaningful math professional development and have teachers on special assignments available to work with teachers on a daily basis either by modeling lessons, discussing techniques, or answering teacher's questions”. Why do our teachers require teachers to teach them?

An increasing number of Beverly Hills resident students are attending private schools. Even one of our current school board members has a child in private school. In the districts desire to maintain state revenue they are increasing the number of out of district students. President Demeter stated that this issue is being studied. This problem has been growing for years. It is not new. The board has been aware of the problem and now, rather than dealing with it. It has been placed for further study in a committee.

Something is seriously wrong in our educational system. Our community needs to be better informed and action taken before the district deteriorates further.

Herbert Young
Board of Education member 1971-1975

The academic ranking of Beverly Hills Unified School District stands at an all-time low:

2006 California high schools Academic Performance Index	#44
2006 California unified districts Academic Performance Index	#19
Newsweek Magazine's national ranking of public high schools	#401
U.S. News and World Report's 1,086 top public high schools	not listed

Among the high schools that were ranked by U.S. News & World Report are 41 in Los Angeles County and 24 in Orange County. The school districts in L.A. and Orange counties that scored higher than Beverly Hills in

the 2006 California Academic Performance Index include San Marino, La Canada, Manhattan Beach, Palos Verdes Peninsula, Irvine, Arcadia, South Pasadena, Las Virgenes, Los Alamitos, and Walnut Valley.

We are sorry to be the bearer of bad tidings, but the worst is yet to come. It is obvious from actions taken by the school board on January 15, as reported in the January 24th issue of the Beverly Hills Weekly, that a dumbing-down progressive learning method called “student-centered” has permeated our schools. The resultant deficiencies in academic performance have reached a point that can no longer be ignored by the school board and administration.

According to the Weekly article, the school board has adopted a new plan to deal with district-wide academic deficiencies. The goals include raising the percentage of proficient 9th grade algebra students and Hawthorne K-5 math students as determined by the California Standard Test to 80 percent (meaning that if those goals are achieved, 20 percent of the students will still be below proficiency), and raising the percentage of proficient Horace Mann K-5 math students to 65 percent of the District's internal benchmarks (meaning that 35 percent will still be below proficiency).

The severity of academic deficiencies throughout the District is further revealed by the California Standard Tests. Last year only 56 percent of Horace Mann and 67 percent of El Rodeo 7th graders scored proficient or better in math. Only 73 percent of 9th graders scored proficient or better in algebra 1. The CST 2007 summary scores for BHUSD as a

WHAT'S ON YOUR MIND?

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SNAPSHOT



SERVING OUR COUNTRY
NORTH REXFORD DRIVE

Beverly Hills resident Lt. Alex Newsom, a platoon leader in the 173rd Airborne Brigade Combat Team of the U.S. Army was recently honored by the Beverly Hills City Council for his courageous military service in Afghanistan. Newsom is currently serving a 15-month tour of duty. Pictured (left to right) are Vice Mayor Barry Brucker, Lt. Newsom and Mayor Jimmy Delshad.

Beverly Hills Weekly

Issue 435 • January 31 - February 6, 2008
Beverly Hills Weekly Inc.

Founded: October 7, 1999
Published Thursdays

Delivered in Beverly Hills, Beverlywood, Los Angeles

ISSN#1528-851X

www.bhweekly.com

Publisher & CEO
Josh E. Gross

Reporter
Elisa Osegueda

Sports Editor
Steven Herbert

Contributing Editor
Rudy Cole

General Manager
Rebecca Rihani

Advertising Representatives
Caroline Hakimfar
Nicole Adasha

Legal Advertising
Michael Saghian

140 South Beverly Drive #201
Beverly Hills, CA 90212
310.887.0788 phone
310.887.0789 fax
CNPA Member

editor@bhweekly.com
All staff can be reached at:
first name @bhweekly.com
Unsolicited materials will not be returned.
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subscriptions
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Sent via US Mail
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advance

Adjudicated as a
newspaper of general
circulation for the County
of Los Angeles. Case #
BS065841 of the Los
Angeles Superior Court,
on November 30, 2000.



whole indicate that 44 percent of the District's students are below proficiency in history, 34 percent are below proficiency in math, and 33 percent are below proficiency in science.

The decline in academic performance of our schools is not the result of financial limitations, and it certainly does not represent the expectations or the potential of our community. It took root in the current mission statement of BHUSD, adopted by the school board in 1993. Unlike the mission statements of the highest performing districts in California, ours does not express any goal such as academic excellence, outstanding academic achievement, or rigorous academic standards. It does not even indicate that the academic program is intended to prepare students for further educational opportunities. According to this mission statement, the District is no longer in the business of setting high academic standards and challenging our students to meet those standards. Instead, the stated objectives are respect for diversity, humaneness, a nurturing environment, sharing a common purpose, and a joy for learning.

The mission statement cites student-centered learning as a characteristic of the BHUSD educational system. The name sounds wonderful, but in reality this methodology de-emphasizes basic skills and content knowledge. It emphasizes learning by discovery, wherein teachers act primarily as facilitators while students construct their own understandings and concepts, and learn from their peers through classroom discussions, cooperative (group) activity, and self-assessment. In contrast, the traditional approach to education is "teacher-centered" wherein teachers present information, assign lessons, guide instruction by explanation and modeling, and take responsibility for monitoring each student's level of mastery.

The objectives of student-centered learning are those stated in the mission statement, as quoted above. They are non-quantifiable, and

they do not include academic excellence. Every reliable empirical study on record has concluded that teacher-centered methods result in higher academic achievement. For the sake of brevity we will cite just one: The Comprehensive School Quality Reform Center is operated by the American Institute of Research and funded by the U.S. Department of Education. In its most recent reports on school programs, published in 2006, it gave student-centered models the lowest rating, and teacher-centered models the highest rating, for overall effects on student achievement.

The utter inanity of the school board's latest plan is that the deficiencies, which have resulted from student-centered learning, are going to be solved by applying more student-centered learning! The plan's methods of remediation are classic student-centered activities: To increase "classroom participation" by 50 percent for high school science, math, English, history, and foreign language courses, to increase communication among Beverly Vista students to "share perspectives", and to provide opportunities for El Rodeo students to "share meaningful thinking" with others 50 percent of the time. Defying all logic, the school board and superintendent hope to resolve massive academic deficiencies through individualized "special interventions". They just don't get it. It is not the students who need intervention; it is the program that needs intervention.

Other problems in the District are attributable to the non-quantifiable and uncontrollable aspects of student-centered learning. One such problem is significant achievement gaps among the schools. As examples, according to the 2007 California Achievement Test results, in reading proficiency 43 percent of Beverly Vista 7th graders are in the top quartile nationally, while only 25 percent of Horace Mann's 7th graders are in the top quartile. In math, 57 percent of Beverly Vista 7th

graders are in the nation's top quartile, compared to only 39 percent of 7th graders at Horace Mann.

The flight of so many Beverly Hills students to private schools in recent years underscores the District's academic decline, and has resulted in significant loss of revenue that school boards have scrambled to replace by expanding the out of district permit program. One might wonder if the City Council will consider the abysmal academic performance of the District when deliberating on the annual outlay of seven million dollars under the Joint Powers Agreement.

Without question, most residents of Beverly Hills are displeased with the District's academic program. They want their children to attend schools that are among the top-performing in the country, that send a high percentage of graduates to the best universities and prepare all students to realize their full potential.

Shame on past school boards, including the current board majority, for adopting and retaining a vacuous mission statement. Shame on them for hiring a succession of ineffective and detrimental superintendents. Shame on them for orchestrating the decline of the District's academic program. The three senior members of the current school board are

ardent supporters of student-centered learning. They have been, and continue to be, unwilling to adopt academic excellence as the overriding objective of the District.

At this time we are at a historic crossroad. If we remain silent the academic program will worsen to a state that will be virtually irreparable. The alternative is to demand that academic excellence be reinstated as the District's primary objective, and be attained as soon as possible at every school and every grade level.

The reformation of the District will not be easy or quick. It will require a school board that is committed to the task, and an experienced, energetic superintendent who is capable of developing the plan of action, and guiding its implementation in a highly disciplined process. Are the current school board majority and the superintendent willing to abandon the ruinous system to which they have been unwaveringly dedicated, and are they capable of reforming the District? If not, the community should demand that they stand aside to permit others to do the job.

Mel Spitz
Board of Education member 1971-1979

Steven Spitz
Beverly Hills



NOTICE OF COMMISSION VACANCY

CITY CLERK
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NOTICE OF COMMISSION VACANCY: ARCHITECTURAL COMMISSION

The Beverly Hills City Council is seeking qualified residents to fill one upcoming vacancy on the Architectural Commission. The initial term of office for the position is two years. At the discretion of the City Council, the Commissioner may be reappointed to a second term of four years. The appointee will be required to file an initial and an annual "Statement of Economic Interests" financial disclosure.

In order that we may preserve the integrity of the application and interview process, please direct all inquiries to the City Clerk, City Manager or the Director of Community Development. Please DO NOT contact the City Councilmembers or the members of the Architectural Commission regarding the vacancy.

Application forms for the Architectural Commission, along with a description of the duties of a Commissioner, and filing details are available for pickup in the City Clerk's Office, Room 190, 455 N. Rexford Drive, or call 310.285.2400 to receive an application and information by mail or by email.

The deadline for filing applications for this Commission is Friday, February 15, 2008 at 5:00 p.m.

BYRON POPE
City Clerk



NOTICE OF PUBLIC HEARING

ANNOUNCEMENT

The City of Beverly Hills announces the availability of its draft "Statement of Community Development Objectives and Projected Use of Funds" for review in connection with the City's annual application to Los Angeles County for federal Community Development Block Grant (CDBG) funds. In addition the City announces a proposed substantial change in the City's current 2007-2008 year CDBG program to add a new project, the Upward Bound Emergency Family Shelter in Culver City that will serve homeless families in the region.

Proposed 2008-2009 CDBG Program

CDBG funds must be used for activities considered to primarily benefit persons of low and moderate income. The City's allocation of 2008-2009 CDBG funds from the County is expected to be \$60,046, a reduction of \$7,758.00 from the current year's program. The City Council will review the application at the January 29, 2008, City Council meeting.

It is proposed that the 2008-2009 CDBG funding continue to support the City's ongoing programs in approximately the same amounts as the current 2007-2008 year. The proposed funding for 2008-2009 is as follows: Handyworker Services (\$190,000), public service programs for senior citizens (\$39,006), partial funding of planning activities and program management (\$26,004), and a contingency (\$5,036).

Proposed new Project for 2007-2008 CDBG Program

The non-profit Upward Bound House is purchasing an existing motel located at 12841 W. Washington Boulevard in Culver City to operate as an Emergency Family Shelter for minor children and their families. The Culver City Council approved this change of use on January 14, 2008. Many local governments are contributing to this regional shelter and Beverly Hills is considering contributing \$200,000 in unallocated CDBG funds toward the purchase of the building. Unallocated CDBG funds are unspent CDBG funds the City has available from past years that must be spent on eligible construction projects benefiting low and moderate income people. By contributing these funds to the shelter, Beverly Hills would be able to refer homeless children and families to the shelter for services.

Copies of the draft "Statement of Community Development Objectives and Projected Use of Funds" for 2007-2008 and 2008-2009 are available from the Community Development Department in its temporary offices at 9357 West Third Street, Beverly Hills, California, 90210, or by contacting Michele McGrath at (310) 285-1135.

briefs



Pellicone Gets Mixed Reviews in Nantucket

Former BHUSD superintendent Robert Pellicone continues to make news, according to the Nantucket

Inquirer and Mirror.

Hired in 2005 as the Deputy Superintendent and appointed Superintendent in 2006, on Nantucket Island, Pellicone vowed to increase the district's Massachusetts Comprehensive Assessment System's (MCAS) scores.

The Nantucket Inquirer and Mirror reported that before assessment scores were determined and released Pellicone, who had completed only six months of work, was given a six percent pay increase. When the MCAS scores were made public in September Nantucket Elementary School was identified as "needing improvement" by the state Department of Education. This would be the third year the school failed to meet Adequate Yearly Progress (AYP) on the MCAS, and the second year in the row the elementary school is designated as "needing improvement."

In the meantime, Pellicone delivered a graduation address in June that caused

community members to ask for his dismissal. According to the Inquirer and Mirror, retired Nantucket High School English Department Chairman Helene Gilbody Blair, who graduated from Nantucket High, asked the school committee to fire Pellicone for his inappropriate remarks in reference to the loss of veteran teachers to private schools and the early retirement of the middle school principal.

The newspaper also reported that the proposal Pellicone made for Nantucket Elementary School's \$24 million expansion, which includes a Kindergarten through second grade school within the school, was denied in December by the Massachusetts School Building Authority.

Pellicone served as BHUSD Superintendent from 1998-1999 and was subsequently terminated by the Board of Education. He later sued, claiming wrongful termination, and received a settlement from the BHUSD.

Winter Wonderland Comes to Beverly Hills

Tons of snow, toboggans, sledding and more can be expected as a winter wonderland is celebrated at Roxbury Park. 100 tons of snow will cover the park for attendees to enjoy. The park will also feature an ice skating rink, which residents will be able to rent skates and learn from an onsite instructor. Remaining eco-friendly by using synthetic ice, the Beverly Hills Community Services Department will host the event on Sunday, February 24 from 10:00 a.m. to 2:00 p.m. General

admission for the event is \$12 per person for residents, \$15 per person for non-residents, and there are no refunds. Advance registration is required and space is limited.

For tickets information call (310) 285-6850 and for additional information (310) 285-6830.

BV Tile Wall Fundraiser



El Rodeo's tile wall: Beverly Vista plans a similar fundraiser.

Beverly Vista and Color Me Mine, a pottery studio have teamed up to organize a tile wall fundraiser on Sunday, April 27th. The tile wall will be similar to the other projects already constructed at the three other elementary schools.

To purchase tiles, contact Ann Capogrosso at (310) 229-3665

Spiderwick Coming to El Rodeo



"The Spiderwick Chronicles," a best selling book series of fantasy adventure has engaged many children throughout the United States including El Rodeo students. Students in the 4th-6th grade will be able to experience the Spiderwick Mobile Lab, coming to El Rodeo on Thursday, February 7.

"Students will have the opportunity to go through an interactive experience by engaging in 10 computer stations that are aligned with the story. Students will learn about animation, audio, and character development," said El Rodeo Principal Pat Escalante. "This is just a way to promote reading."

According to Escalante computer classes at El Rodeo are aligned with various digital type experiences from animation, film and broadcast.

"Having these types of experiences may trigger students to have an extra interest in taking computer classes and further exploring their creativity and talents as they get older," said Escalante.

Parenting Workshop Held at El Rodeo

El Rodeo School will be hosting a parent workshop entitled, "How You and

Your Child Can Survive the Teenage Years." The event is sponsored by the PTA Council.

Last week Beverly High held a parent workshop called "How You and Your Child Can Survive the Teenage Years." The interactive workshop featured Maple Counseling Center Coordinator for Adolescent and Child Treatment program Susan Spiegel, Ph.D. and Maple Counseling Center Director of Family Programs Sharon Schwartz, Ph.D.

The workshop at El Rodeo will be held on Thursday, February 21 from 7:00 p.m. - 8:30 p.m.

Public Works Crew gives Sand Bags to Residents



More than 600 sandbags have been distributed so far this year to Beverly Hills residents. Public Works crews have been filling sand bags for distribution to residents at 336 N Foothill Rd. City staff is providing up to 10 filled sand bags per household to residents who come to the location above. If more sandbags are needed, residents are able to fill the bags themselves. For more information on the sandbag program, call (310) 285-2467. After hours, call dispatch at (310) 550-4951.

Pictured above is Public Works crew (left to right) Phil McIvo, Paul Neria, Francisco Victoria, Thomas Padilla, and Tyrone Barton, assembling sand bags for residents.



Leap Year Waltzes

The Invertigo Dance Theatre will feature the work of choreographer Laura Karlin. For three nights seven artists will showcase Leap Year Waltzes,

a series of modern dances filled with twisted narratives, playful imagery, and intense physicality.

Performances will be held at the Highways Performance Space in Santa Monica, Friday, February 29 at 8:30 p.m., Saturday, March 1 at 8:30 p.m., and Sunday, March 2 at 6:00 p.m. For ticket information call (310) 315-1459.

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Speak Up and Be Counted: Town Hall Meeting

The City Council invites residents to attend a Town Hall meeting on Monday, February 4. The City-sponsored meeting will be held at the K.L. Peters Auditorium at Beverly Hills High located from 5:00 p.m. - 7:00 p.m. This is the first in a series of Town Hall meetings scheduled to take place throughout the year. Key themes to be discussed during the first half of the Town Hall meeting will include the impacts of development on the City, and will include such issues as height limitations and traffic implications. The second half of the Town Hall meeting

will be an open forum.

For more information call (310) 285-2457.

Seniors Enjoy Classic Films of Yesterday and Today

The free Classis Film Viewing Program invites senior citizens to view the Second Hand Lions, starring Rovert Duval, Michael Caine and Haley Koel Osment. Residents can view the film at the Roxbury Park auditorium on Thursday, February 7 from 1:00 p.m. to 3:30 p.m. This is a year-round program.

For more information on the Classic Film Viewing program call (310) 285-6840.

sports & scores



Second BHHS Football Player Commits to San Diego State

Norman boys', girls' soccer teams defeat Morningside.

By Steven Herbert

Running back Ramon Judkins has become the second Beverly High football player to make a non-binding verbal commitment to San Diego State, Coach Carter Paysinger said.

Judkins also made a recruiting trip to San Jose State and canceled a planned trip to Oregon, Paysinger said.

Judkins rushed for 1,248 yards and 15 touchdowns in 2007 and 1,294 yards and 14 touchdowns in 2006.

Normans wide receiver Dominique Sandifer committed to San Diego State in December.

Players can begin signing letters of intent Wednesday.

Girls' Soccer

Santa Monica 4, Beverly Hills 0

Norman goalkeeper Rebecca Gold made eight saves in an Ocean League game Jan. 16 at Nickoll Field.

The Vikings (6-7-4, 3-0 in league play) opened the scoring in the fifth minute when Gold lost in the lights what Beverly Hills coach Ryan Franks described as "a routine ball" that had been chipped. Santa Monica added a second goal later in the half and scored twice more in the second half.

Beverly Hills 5, Inglewood Morningside 1

Emily Litvak scored three second-half goals for the Normans and assisted on Elyse Winter's second-half goal in an Ocean League game at Morningside Jan. 18.

Beverly Hills freshman Nicole Star scored in the 23rd minute off Alexis Goswitz's assist. The Monarchs spoiled Gold's shutout bid by scoring on a penalty kick in the final minute of the 80-minute game.

The Normans (11-8-1, 3-1) led 12-3 in shots. Gold made two saves.

What's Next?

The Normans are scheduled to play at Santa Monica Friday at 3 p.m. and play host to Inglewood Monday and Morningside Tuesday in Ocean League games at Nickoll Field, both beginning at 6 p.m.

Boys' Soccer

Santa Monica 3, Beverly Hills 0

Norman goalkeeper Nathan Forrest made 13 saves in what coach Steve Rappaport called "probably his best game" of the season.

"He made seven or eight incredible saves," Rappaport said after the Ocean League game at Santa Monica Jan. 16. "The score could have easily been six or seven to nothing if it wasn't for him."

The Vikings (15-0-1, 3-0) opened the scoring in the 14th minute. They increased their lead to 2-0 in the 45th minute on an own goal when a Beverly Hills defender miskicked the ball into his own net, Rappaport said. Santa Monica scored its final goal in the 79th minute of the 80-minute game.

The Normans were outshot, 16-7.

"We didn't execute our game plan and they're an excellent team," Rappaport said. "By the end of they game, they really took it to us."

Beverly Hills had planned "to clog the middle, then play the ball down the flanks, but avoid any kind of square passing," Rappaport said.


"We just didn't do it," Rappaport said.

Norman freshman midfielder Mariano Gonzalez "played an outstanding game," Rappaport said.

"He had to have won 70 percent of the 50-50 balls that were in his area," Rappaport said.

Forward Monty Zimmerman "played a very good game," said Rappaport, who also praised defender Daniel Kohen's play.

Sports cont. on page 8




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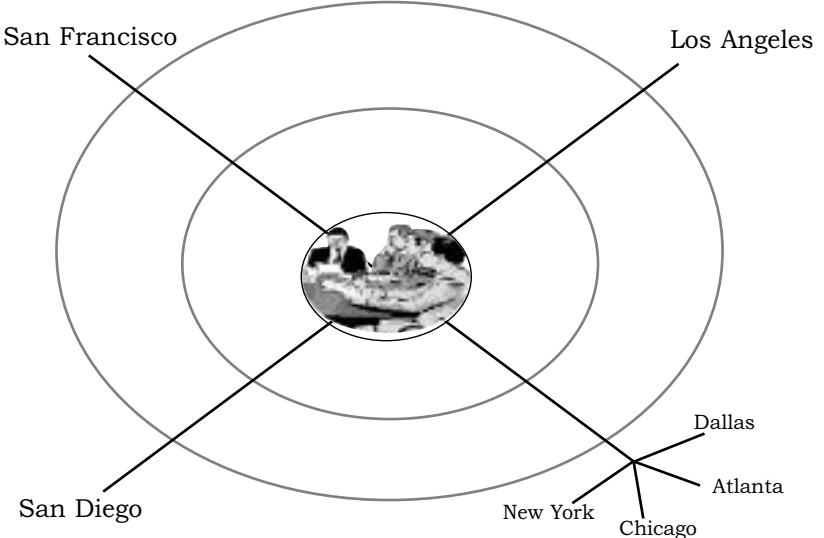
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from the hills of beverly



The Plan That Could Change It All

City Continues Talk On New Rules

By Rudy Cole

More people were probably watching television news coverage of **Rudy Giuliani's** Florida Republican primary implosion than our own City Council meeting Tuesday, but if they did they missed deliberations on what the near future has in store for our village.

It was quite a show, complete with some high drama and not too thinly veiled threats of political retaliation.

In one of the most critical discussions on future growth and zoning the city has ever held, five members of the council and five planning commissioners, in a joint meeting, continued deliberations on the final stages of a seven year program that will ultimately adopt a new general plan for Beverly Hills.

As for the former New York mayor, what chance does someone with the unfortunate first name of Rudy really have in public life?

So, what really happened at the after-

noon study session aired on our own Channel Ten and available in replays during the week? No final actions, not yet, but loads of possibilities including elements of the plan that could treble the density of construction in some sections of our city.

By state law, cities are required to revise and adopt a general plan that outlines permitted zoning for every area of the community. This does not mean approval of specific projects, but a guide to such issues as height and density. Hundreds of Beverly Hills residents have been involved in the preliminary discussions on a wide range of study committees. Their findings, and that of many planning commission hearings and professional staff reports, are now before the council for final action. The process should be completed this year. (The exact legal meaning of an adopted general plan will be discussed in a subsequent column.)

What happened Tuesday however, was incredibly valuable. Basic assumptions were challenged and issues raised that proved how much more information the community needs before it lines up on one side or another on both long range planning and projects now before the city.

Who participated was almost as critical as who was absent. None of the leaders of the more militant organizations that have led recent battles against development projects such as the Montage Hotel and Gardens spoke.

In fact, a resident leader who did participate Tuesday, **Ken Goldman**, president of the Southwest Beverly Hills Homeowner's Association, laid down a challenge that chilled the proceedings.

Although considered a more moderate voice on development who has not had a knee jerk reaction to all new building proposals, Goldman said there was a perception in the community that the city was too supportive of growth. He warned that elements of the proposed plan could lead to a political coalition that might force elections through the initiative process for new development schemes. Although he didn't specify, the implication was that the Southwest group he leads could find common ground with organizations which took the Montage to a public vote such as

the North Homeowners and the Municipal League. Goldman did not oppose the Montage.

Others who did speak asked the council and the commission to carefully consider some basic assumptions on community needs. As an example, Goldman said that if revenue impacts were important and development projects approved because the city needed the money, they should not change the former Robinson's May to residential from commercial.

This was refuted by several speakers who pointed out that the condo project at 9900 Wilshire would actually bring as much or more revenue as a department store and with far less traffic.

The question of what does actually bring needed revenue to the city was raised by Councilmember **Frank Fenton**. His point, that different kinds of retail produce varying tax dollars, led to an agreement that financial impacts of the planning process needed far more study. Example: A small jewelry store might have higher revenues and more taxes than a larger book store.

Former Mayor **Ed Brown** warned that the city needs to consider infra structure impacts: Does the city have services, including adequate parking, for areas targeted for increases in density? This leads to other fiscal impacts such as water supply, how different developments increase demands for police and fire protection and other city services.

Other suggestions for increasing city revenues also were heard including the much discussed document transfer tax.



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One of the early proponents of this tax has been former Mayor **Allan Alexander**. He told us Wednesday that this could easily bring \$6 Million annually without directly impacting residents or retailers. Alexander confirmed what the staff said Tuesday that it would require approval by the voters of a change from a general law to a charter city, but he said this could be done by limiting the change to a specific enablement for the tax and not all the ingredients of becoming a charter city.

There was no disagreement on the need for an economic, financial study as part of the general plan review. City Treasurer **Eliot Finkel** also supported the study, but raised some concerns by one of those at the hearing when he was the only city official to cite a specific project as having "good" financial benefits.

According to one observer, who asked that his name not be used, it was "very inappropriate" for Finkel to "praise" the William Morris complex since his brother-in law, former Mayor **Mark Egerman**, represents the applicant.

As for revenue producing projects, most of those commenting cited hotels as the best generator of tax dollars through the Transient Occupancy Tax. Hotels provide more money and less traffic impacts than any other kind of development, speakers pointed out. However, current building realities usually lead to condominium inclusions in hotel proposals because condos are a key to obtaining financing.

Councilmember **Nancy Krasne** asked that all "minority reports" be included in

the studies so that diverse opinions be part of the record. Krasne and Councilmember **Linda Briskman** are the only two current members of the council with planning commission experience. Briskman called for even greater community involvement and better understanding of what the city must do under state law. Some of the more salient points during the meeting were made by Briskman.

Inevitably, side issues such as the proposed subway came under discussion.

Plans for creating a subway from downtown to the ocean under Wilshire Boulevard are being challenged by, among others, West Hollywood civic leaders who want it extended through their city along Santa Monica Boulevard. This could be very troubling for Beverly Hills since it could impact north residential – a station might be created at Beverly Drive and Santa Monica. What the city wants is a station at La Cienega and Beverly, on Wilshire Boulevard.

I know this is all very sketchy, but stay tuned and become involved. Every important future question of city needs are involved from assuring funding for our excellent city services to the look and feel of areas near where you live to future traffic generation. Actually, all those participating Tuesday improved understanding, especially the city's professional staff.

Not quite so efficient Tuesday was the handling of the cameras and sound equip-

ment during the evening and afternoon meetings. At one point, Mayor **Jimmy Delshad** had to instruct the techs to turn up the volume for the planning commissioners who were seated next to the council

However, the biggest missed opportunity was when actor **Diane Keaton** appeared, and spoke, following receiving an award, along with her architect, for the home she remodeled on North Roxbury Drive. During her entire testimony, which was very thoughtful and touched on historic preservation, the camera never did one close up, only a very long shot that included all of the front part of the hearing. We never saw her delightful face and expressions.

The Hilton makes news again. The very prestigious Mobil ratings upgraded the hotel to four stars. The newest Mobil Travel Guide had high praise for our hotel which recently went through major renovations under new owner **Beny Alagem**. The award makes the Beverly Hilton one of the leading venues for tourism in America. Congratulations to Alagem and hotel general manager **Denny Fitzpatrick**.

LOCAL HERO: One of the many missing features of the new Los Angeles Times is the listing the paper used to have of public library used book sales in their Sunday supplement. However, that led me to a

discovery. We have our own used book store at our Library and it is open every day. There are excellent buys and a wide variety of choices.

But what makes the experience so pleasant is the great work and service of two of the Friends of the Library volunteers: **Art** and **Leanne Saltz**. They clearly love books and their friendly help makes buying or just browsing a great experience. The Friends run this valuable asset, especially in a community without a book store, and the Saltz' help make it work. They are this week's local heroes. P.S. Your nominations still appreciated.

Thanks to all those, about 20, who emailed me when I had my senior moment last week and could not remember the first name of the former general manager of Saks. Most readers had it right: Jack. But there were others who thought it was John, William and two for Bob. Good to hear from readers from as far away as Australia and Lake Tahoe and from one former city staffer, **Don Oblander** and former commissioner **Betty Harris** – they too had it right.

Rudy Cole served for eight years as a member and chair of the city's Recreation & Parks Commission. He was also President of the Greystone Foundation and served on three other city committees. Rudy can be reached at: Rudy@bhweekly.com.

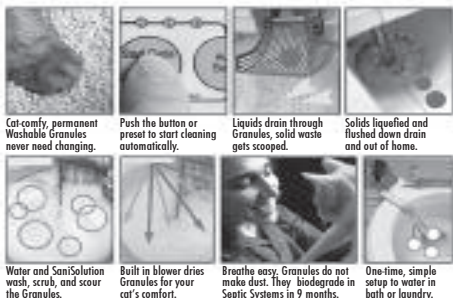
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sports cont. from page 5

Beverly Hills 3, Inglewood Morningside 0

Forrest made six saves for his fifth shutout of the season and Roy Demeter, Jake Weissberg and Monty Zimmerman scored for the Normans in an Ocean League game at Nickoll Field Jan. 18.

"We were outstanding," Rappaport said after his team improved to 7-7-3, 3-1. "The first 25 minutes, we were like the team that we've been waiting to see all year. Our ball control was fantastic. There's no other word to describe it. We were just doing everything we wanted to do with the ball."

Daniel Kohen "just completely dominated the game in midfield," Gonzalez and Zimmerman "both had outstanding games," Weissberg had a really outstanding game," said Rappaport, who also praised the play of defender Erik Munzer and senior Alex Lichtenberg.

What's Next?

The Normans are scheduled to play host to Santa Monica Friday night at 6 p.m. Nickoll Field and at Inglewood Monday at 6 p.m. and at Morningside Tuesday at 2:30 p.m. in Ocean League games.

Boys' Basketball

Santa Monica 54, Beverly Hills 43

Despite the return of a trio of players from four-game suspensions for missing the four-game Sea Hawk Beach Classic, the Normans lost their fifth consecutive game.

"It was obvious that we've got to continue to work and kind of recapture the chemistry we had," Beverly Hills coach Luis Turcios

said after the Ocean League game at Santa Monica Jan. 16. "Some of the guys were anxious to play."

Julian Wheeler, one of the suspended players, scored a team-high 21 points, 18 over the final three quarters, but "missed some easy stuff" and could have been "trying too hard, instead of just calming down and [letting] the game come to him," Turcios said.

The Normans trailed 10-8 at the end of the first quarter, 21-17 at halftime and 32-29 entering the fourth quarter.

Justin Cooper and Jerome Johnson each scored six points for the Normans, while Jordan Hughes, Markus Silbiger, Tenzin Soepa, Ashwin Thomas each added two and Bo Abrams and Greg Townsend one each.

Wheeler made two 3-point baskets.

Beverly Hills senior guard Romeo Miller, who has signed with USC, missed the game because of an injury, Turcios said.

Inglewood Morningside 62, Beverly Hills 52

The Normans missed a layup at the end of regulation, sent the game into a second overtime on an offensive rebound basket by Abrams with 14 seconds left in the first overtime, but were outscored, 18-8, in the second overtime of an Ocean League game Jan. 18 at the Swim-Gym.

"We had our opportunities," Turcios said, in what he called his team's best league game of the season. "We missed the front end of a one-and-one twice late in the game. Those things come back and catch up with you when you play tight games. We just have to concentrate better and finish the games."

Monarchs senior guard Daryl Glover scored

12 of his 33 points in the second overtime, including making a 3-point basket and three of four free throws.

Glover was also a key factor in sending the game into overtime, making all six of his free throws in the fourth quarter, as Morningside (14-6, 3-1) outscored Beverly Hills, 12-11.

The Normans (0-4 in league play) trailed 22-13 at halftime, but led 27-26 entering the fourth quarter, outscoring the Monarchs, 14-4, in the third quarter, with Romeo Miller and Soepa both making 3-point baskets.

Beverly Hills was outscored, 14-7, in the first quarter as Glover scored seven points and Jason Williams, like Glover, made a 3-point basket.

Cooper scored 11 points, Johnson and Wheeler 10 each, Soepa nine on 3-point baskets in the third and fourth quarters and second overtime, Miller six and Abrams six.

Torrance 52, Beverly Hills 39

The Normans' losing streak reached seven games with their loss Jan. 19 in a South Bay Extravaganza game at West Torrance High School more one-sided than the final score indicated.

In a matchup of teams going in opposite directions — the victory was the Tartars' fifth in their last six games — Beverly Hills went on a 17-1 run mainly against reserves over the final five minutes, 30 seconds, with freshman Greg Townsend scoring all 10 of his points.

However, that run couldn't fully compensate for Torrance's 16-0 first-half run and a 19-3 second-half run that had given them their biggest lead, 51-22, with 5:52 left. Beverly Hills (9-11) trailed 13-3 at the end of the first quarter. The Tartars (10-11) scored the first

seven points of the second quarter, completing their 16-0 run to lead 20-3 5:55 before halftime.

Torrance increased its 28-15 halftime lead to 43-19 with 53 seconds left in the third quarter, thanks to 11 unanswered points, including six from Victor Roman, who began the streak with a 3-point basket.

Park ended the streak with a 3-point basket with eight seconds left in the quarter. Torrance scored the first eight points of the fourth quarter, then the Normans began their run.

Turcios described his team's play as "very lackadaisical early in the game," which he attributed to the players being "emotionally drained" from a double-overtime loss the night before.

Wheeler scored 13 points, Townsend 10, Trevor Walters five, Matt Silbiger four, Park three and Justin Cooper and Romeo Miller two each.

Wheeler made two 3-point baskets and Park and Walters one each. Johnson missed the game because of a groin injury.

"It seems like we need a break," Turcios said. "We started the season pretty good [6-2]. Obviously players missing [games] hurts the chemistry and we have to recapture what we were doing."

Steven Herbert has covered Beverly High sports for the Beverly Hills Weekly since 1999. He welcomes feedback and suggestions. He can be reached by e-mail at StvHerbert@aol.com, by telephone at (310) 275-7943 or by fax at (310) 273-4519.

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FUTURE OF PERMIT PROGRAM DEBATED

New Board members Fenton, Goldberg want to see total number of permits reduced.

By Elisa Osegueda

The newly elected Board of Education began the school year by tackling what is widely considered by many residents and district faculty and staff members to be one of the most controversial and emotional issues, out-of-district permits. A looming March deadline for staff changes, the Board stressed the importance of coming to a conclusion to give district staff a clear mandate.

Last week the Board of Education held an enrollment and special permit study session led by Beverly Hills Pupil and Special Services Director Amy Lambert. With a 3-2 vote the Board directed district staff to explore a plan that will keep existing out-of-district permit students, but place a 17 percent permit cap on future out-of-district permits.

Board members Brian Goldberg and Steven Fenton, both recently elected to the board, voted in favor of scenario 2, which would allow existing permit students to remain part of the district, but would limit future permits to be issued only to students whose parents work for the school district and city of Beverly Hills. Scenario 2 would also allow for permits to be issued through the Beverly High diversity program.

Lambert addressed the Board of Education and over two dozens residents, who were denied the opportunity to speak at the meeting. Lambert presented statistics on the current state of the enrollment and permit program, and four scenarios to help address the issue.

"The goal was to provide information on where the district thinks our students are going to come from over the next three years," said Goldberg. "I'm disappointed in the direction it appears we are heading as a board in regards to the enrollment and permits."

Scenario 1 would allow existing permit student to remain in the district, but it would not allow for future permits to be issued. If chosen, district officials say the scenario would have resulted in a revenue loss of \$7.5 million after three years, based on the Average Daily Attendance (ADA).

For each student that is enrolled and attending school, the district receives approximately \$6,441.49 based on the ADA, which is the mechanism by which the BHUSD receives a majority of its state funding.

Scenario 3 allows current students with out-of-district permits to stay in the district, allowing only BHUSD and city employee children to qualify for out-of-district permits.

Scenario 4 allows for existing students to remain in the district, but places a 17 percent cap on any future permits issued.

"Scenario 2 helps the community," said Goldberg. "I would never support cutting Beverly Hills city or school district employee from being able to send their kids to our schools. I think it sends the wrong message, and I think it helps our community and strengthens our community."

Vice President Nooshin Meshkaty said that considering the state budget cuts she understand how everyone is in trouble, but is not in favor of cutting down programs.

Neighboring District Permit Percentages

District	Within	Permits
Culver City USD	77.4%	22.6%
Las Virgenes USD	90.0%	10.0%
Los Alamitos USD	72.2%	27.8%
Oak Park USD	82.6%	17.4%
Moorpark USD	95.3%	4.7%
Santa Monica-Malibu USD	85.7%	14.3%
Beverly Hills USD	81.9%	18.1%

"My favorite scenario is not listed," said Meshkaty. "We should look at the ways we are giving out permits. I don't want to give out Opportunity permits, but to people who have a connection with the city."

Although she recommended looking into "legacy" permits, Meshkaty ultimately was in favor of Scenario 4. Board President Myra Demeter and Board of Education member Myra Lurie voted with Meshkaty.

A "legacy" permit would hypothetically be issued to a graduate of the Beverly Hills schools who wished to send their child there.

"I realize how emotional [this topic] can be. We have seen greater numbers than in previous years," said Lurie. "It is tremendously difficult to sustain decreased permits, enrollment, and budget."

Lurie believes the permit growth stems from declining resident enrollment, but believes a large student body is needed to sustain educational programs.

"We need a critical mass of kids in order to differentiate curriculum and continue to maintain our market share," said Lurie. "When we didn't have electives that's when people left [the district]."

Goldberg said he would like to see the percentage of permits capped.

"I am not sure what the right number is, but to me, 17 percent is too high," said Goldberg.

DecisionInsite representative Mike Regele, hired by the BHUSD to analyze district data, delivered a presentation on enrollment.

According to DecisionInsite, BHUSD has 18.1 percent of students on permits, up from 17 percent earlier this year. Their findings showed that Las Virgenes Unified Schools District has a total of 10 percent of students on permits; another neighboring district, Culver City Unified Schools District has a total of 22.6 percent students on permits, while Santa Monica-Malibu Unified Schools District has a total of 14.3 percent of students on permits.

But it was Regele's explanation of BHUSD's market penetration that surprised Goldberg and Fenton.

According to Regele, DecisionInsite concluded that BHUSD has 90.6 percent of its local students in public schools, meaning less than 10 percent attend private school.

"I don't discount that the information we were provided," said Goldberg. "The analysis was the best

analysis available, what I question is the data that was used to develop that analysis. The idea that we are now capturing less than 91 percent of all school age children in Beverly Hills is very difficult to believe. If that is the case then we are doing a phenomenal job, and we should pat ourselves on the back."

Fenton believes there is a larger issue to be addressed. "I think we continue to use the permit program as a band-aid," said Fenton. "We need to build long term revenue streams. We should have never been in this position."

According to Lambert, 927 permits have been issued for the 2007-2008 academic school year, comprising approximately 18 percent of the 5245 total students enrolled.

Based on the information collected by the district, a total of 18 percent of K-8 students are on permits this year. For the 2006-2007 school year only 14 percent of K-8 students were on permits.

Last year the Board eliminated a Kindergarten section at El Rodeo in recognition of lower resident enrollment. This year Horace Mann has 36 percent of its Kindergarten class on permits, leading residents to question whether one of the three Kindergarten sections at Horace Mann should be cut for next year.

This year a total of 44 Kindergarten permit students or 23 percent are enrolled district wide. Last year the entire Kindergarten class district wide totaled 17 percent.

The current Kindergarten class has approximately 192 students enrolled in the district, but based on Scenario 4, which would place a 17 percent permit cap, by 2012, the entire Kindergarten class district wide would drop to approximately 165 students.

District officials say that if Scenario 4 were implemented the fiscal impact after three years would result in a reduction of revenue of approximately \$6.3 million. The district would be overstaffed at a 29:1 ratio and if 23 faculty positions were absorbed the district would save approximately \$1.8 million.

"I feel that we were presented with very conservative numbers and given the worst case scenarios in regards to enrollment rates within the district," said Goldberg. "I believe that if we do nothing and we continue down the path we are going that we are going to see a decline in enrollment."

"This is an uncomfortable discussion," said Demeter. "It is a difficult decision. We will be discussing [the permit program] in the future. At this time the impact it would have programmatically would be severe and devastating."

Demeter said that Scenario 4 was not her first choice, but after looking at the fiscal impact and programs she opted to vote for Scenario 4. The board will next consider the permit issue at the Feb. 5 meeting, which will take place simultaneously with coverage of the "Super Tuesday" primaries.

"Anyone who comes will have the opportunity to speak and address the board," Demeter said.



SPEAK



Lily Wujek

*o El Rodeo, 6th Grade
o Passionate about recycling*

Shahrzad Ardalan

*o Producer and Radio Host
o Passionate about community harmony*

Ilona Sherman

*o Luxury Event Producer
o Passionate about education*

Adam Sherman

*o Hawthorne, 8th Grade
o Passionate about a subway on the Westside*

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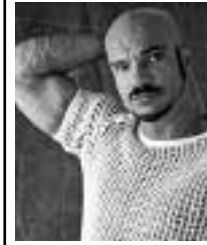
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14411, et seq., B&P Code.) Published: 1/10/08, 1/17/08, 1/24/08, 1/31/07 BHW-40

FICTITIOUS BUSINESS NAME STATEMENT: 20072814770

The following person(s) is/are doing business as: MIMI'S BEAUTY SALON, 5205 EAST OLYMPIC BLVD., LOS ANGELES, CA 90022. CECILIA ANAYA, 1241 WOODS AV. LOS ANGELES CA 90022. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 12/21/2007. Signed CECILIA ANAYA. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/21/2007.

NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another or under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 1/10/2008, 1/17/2008, 1/24/2008, 1/31/2008 8172

FICTITIOUS BUSINESS NAME STATEMENT: 20072815085

The following person(s) is/are doing business as: ELMCREST HOMEOWNERS, 9228 ELMVISTA DR. 1, DOWNEY, CA 90245. ERWIN PEREZ, 9228 ELM VISTA DR. 1 DOWNEY CA 90242 FRANCISCO RUIZ, 9228 ELM VISTA DR. #E DOWNEY 90242 KRISTI BARTIS, 9228 ELM VISTA DR. #D DOWNEY CA 90242. The business is conducted by: Co-Partners. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed ERWIN PEREZ, FRANCISCO RUIZ, KRISTI BARTIS. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/21/2007. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 1/10/2008, 1/17/2008, 1/24/2008, 1/31/2008 8165

FICTITIOUS BUSINESS NAME STATEMENT: 20072815642

The following person(s) is/are doing business as: KONCEPT TRADING COMPANY, 865 N. JUAREZ ST., MONTEBELLO, CA 90640. CHENG CHUAN JIANG, 865 N. JUAREZ ST. MONTEBELLO CA 90640 CHENG MIN JIANG, 865 N. JUAREZ ST. MONTEBELLO CA 90640. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here in on 12/21/2007. Signed CHENG CHUAN JIANG, CHENG MIN JIANG. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/21/2007. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of

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FICTITIOUS BUSINESS NAME STATEMENT: 20072815643

The following person(s) is/are doing business as: CTC TRADING COMPANY, 2601 S. 3RD AVE., ARCADIA, CA 91006. CHING TZE CHIOU, 2601 S. 3RD AVE., ARCADIA CA 91006. The business is conducted by: an Individual. Registrant has begun to transact business under the fictitious business name or names listed here in on 12/21/2007. Signed CHING TZE CHIOU. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/21/2007. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 1/10/2008, 1/17/2008, 1/24/2008, 1/31/2008 8174

FICTITIOUS BUSINESS NAME STATEMENT: 20072815644

The following person(s) is/are doing business as: MINGJIA INTERNATIONAL TRADING COMPANY, 424 POMELO AVE. UNIT A, MONTEREY PARK, CA 91754. JIAQIAN LI, 350 PEACH STREET MONTEREY PARK CA 91754 MING MING LI, 420 PEACH STREET MONTEREY PARK CA 91754. The business is conducted by: a General Partnership. Registrant has begun to transact business under the fictitious business name or names listed here in on 12/21/2007. Signed JIAQIAN LI, MING MING LI. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/21/2007. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section 14411, et seq., B&P Code.) Published: 1/10/2008, 1/17/2008, 1/24/2008, 1/31/2008 8175

FICTITIOUS BUSINESS NAME STATEMENT: 20072815649

The following person(s) is/are doing business as: SIERRA PRINTING AND LITHO, 3401 E. OLYMPIC BLVD., LOS ANGELES, CA 90023. MARCOS ANTONIO GOMEZ, 1300 S. LA PUERTA ST. L.A. CA 90023. The business is conducted by: an Individual. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed MARCOS GOMEZ. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/21/2007. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk.

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FICTITIOUS BUSINESS NAME STATEMENT: 20072857025

The following person(s) is/are doing business as: WORLD PRINTING; PH DEVELOPMENT; INTEGRITY SALES. 4216 Mary Allen Ave. #9. Studio City, CA 91604. VHV ENTERPRISE INC. 4216 Mary Ellen Ave. #9. Studio City, CA 91604. The business is conducted by: A CORPORATION. Registrant has not yet begun to transact business under the fictitious business name or names listed here in. Signed: President, VHV Enterprise Inc. The registrant(s) declared that all information in the statement is true and correct. This statement is filed with the County Clerk of Los Angeles County on: 12/28/07. NOTICE - This fictitious name statement expires five years from the date it was filed on, in the office of the county clerk. A new fictitious business name statement must be filed prior to that date. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal state, or common law (see Section

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