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Issue 490 • February 19 - February 25, 2009

Should Beverly Hills Be Going to China? Part II

A photograph of the Shanghai skyline at sunset, featuring the Oriental Pearl Tower and other skyscrapers reflected in the water.

**CVB may intervene in BHGP's city-funded
tourism office in Shanghai**

cover story • page 8



letters & email

“Beverly Hilton sues Southwest Homeowners President for campaigning against Measure H” [Issue 489]

We are outraged at the action of the Oasis West group in suing Ken Goldman, who exemplifies participatory citizenship in our city. He is an outstanding leader and totally honest individual. Those of us active in the Southwest Beverly Hills Homeowners Association have worked with him on many issues of real importance to our city. As president, Ken does not impose his ideas on us. He has always supported open forums to present all sides of key issues. For Oasis to spend \$4 million dollars in support of Measure H (and barely squeak out approval by the voters) and then try to blame the expenditure on one man smacks of malice toward all of us who fought the measure.

*Bob & Fern Seizer
Beverly Hills*

We were quite surprised and saddened to read in your paper of the lawsuit by Oasis-Beverly Hilton against Ken Goldman and his law firm.

We have known Lori and Ken Goldman for 30 years and consider them to be among the most ethical and caring people we know. In fact, even though some may agree or disagree with a position held by the Goldmans on any given topic, we have never known anyone to question their ethics. On the contrary, their lives have always been governed by what is ethical, legal and what they could do to help their city and the less fortunate.

While we do not know the facts and have not discussed this case with them, we are completely dismayed that the hotel would file this lawsuit.

Beverly Hills is a small community where our residents know of or know most everyone else in the city, and we would hope that our residents would consider “people” more important than “buildings”. Regardless whether one voted for or against the Hilton “Revitalization Project,” we believe that our citizens are going to “vote” for the Goldmans against this lawsuit.

We ask Oasis to reconsider the injustice of this ill conceived and vengeful lawsuit and drop it now before any more damage is caused.

*Marla & Dick Seff
Beverly Hills*

WHAT'S ON YOUR MIND?

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Photo: Juliana Saghian

CURIOUS FOR A CURE

Over 200 people attended Sam Nazarian's nightclub Area last month for a benefit titled “Curious II” for the Neuromuscular Disease Foundation, which works to find a cure for rare neuromuscular diseases.

Pictured (l-r): Jacob & Shirley Zarabi, Barbara & Iraj Barkohanai, Halston Mikail and NDF Board member and event organizer Doran Adhami

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briefs

Board to make decision on controversial permit policy

The BHUSD Board of Education will decide whether to continue offering "opportunity permits" to out-of-district students at Tuesday's meeting.

The move to reevaluate district's policy in regard to opportunity permits, which are offered at random to out-of-district students on a yearly renewable basis, is due in part to the ever increasing possibility that the BHUSD becomes a "Basic Aid" district.

As a basic aid district, the BHUSD would not longer receive the per-pupil funding from the state that offsets out-of-district student costs. Instead, the district would be funded with one blanket sum by local property taxes, placing out-of-district students' expenses on the backs of Beverly Hills property owners.

According to Board member Brian Goldberg, each student at the BHUSD cost the district upwards of \$12,000 for the school year.

The issue has led to several heated debates at recent Board meetings, leaving Board members as well as parents split over the right way to proceed.

Some, like Board president Nooshin Meshkaty, vice president Myra Lurie and member Myra Demeter, want to grandfather the approximately 600 current opportunity permit students to matriculate through 12th grade.

Others, like Board members Steven Fenton and Goldberg, want to phase out existing opportunity permit at natural educational breaking points, such as after graduating elementary or middle school.

The meeting will be held at 7 p.m. For more information, go to bhUSD.org.

BHUSD foreign language head says 'wait to teach Mandarin'

The BHUSD Board of Education is exploring opportunities to teach Mandarin Chinese as a new course at Beverly High, despite the foreign language department head and teacher's union president's pleas to postpone implementation until the budget crisis is solved.

Beverly High's foreign language department chair Corinne Carlson said that offering a new language, while the existing language courses already go under-funded, would jeopardize the well-being of all foreign language classes.

The Mandarin Chinese program has been a key project of Board of Education member Myra Lurie. She believes it is a growing and increasingly important language for students to learn.

Lurie has pointed to private school Harvard-Westlake, where her youngest son graduated, as the example in offering Mandarin. She even added creating a Mandarin Chinese course to the Board's list of goals for the 2008-2009 school year in August.

But adding a new language course is not

as simple as Lurie suggests.

Enrollment has been dropping in the currently offered Hebrew, Latin, French and Spanish language courses over the last few years, making it hard to maintain adequate classes and teachers.

"There's just a general frustration that we'll have this new program supplanting [an existing] program that could have grown into something," said Beverly High Latin and social studies teacher Ann-Marie Fine.

Fine says that when she helped start the Latin program at Beverly High four years ago, several students signed up for the course and the Board provided support to get the new program off the ground.

Now, enrollment for the course has dropped so low that it appears Latin will shutter at Beverly next year. At which point, Fine will resume being a full-time social studies teacher.

"I don't see this happening to just Latin," said Fine, who gave Forensics as an example of another course that's found the same fate. "Programs are started and then are not fostered."

Fine says Latin hasn't been advertised to the students or the staff. In fact, Fine says she often finds herself or Principal J Guidetti reminding Board members and district staff that the school still offers Latin.

The district faces a dilemma in hiring a new teacher for a new program.

"At private schools that offer Mandarin Chinese, and other less popular languages, there are no credential requirements. In the public school arena, there are a lot of requirements. You need to be credentialed through the state of California to instruct that subject. Because Mandarin is not as popular, I can imagine it'd be difficult to find a [credentialed] teacher," said Beverly Hills Education Association (BHEA), the BHUSD teachers' union, president Chris Bushee, who addressed the Board with his concerns about creating a Mandarin course.

Even if the district finds an adequate teacher, there are still other issues to address.

Should the Mandarin Chinese program shutter, the district would either have to lay-off the teacher, if he or she held no other credential, or find another course for the teacher to teach, if he or she held an additional credential. Either way, once the district hires a new teacher, he or she immediately begins gaining toward a tenure track.

After three years, a full-time teacher receives tenure in his or her credentialed field. Therefore, a teacher credentialed in both math and Mandarin would be entitled to stay on as a full-time math teacher even if the Mandarin course is cut.

Other districts have broached this problem creatively. Oak Park and Las Virgenes unified school districts have arranged to share a Chinese language teacher, allowing each to only employ the teacher on a part-time basis. This allows the districts more flexibility and doesn't necessarily place the teacher on tenure track.

Regardless, Bushee says he's not sure if there is a critical number of students at the high school to warrant opening a

Mandarin class at the high school. District staff says they will soon conduct surveys to gauge demand for the course.

Finally, there are concerns about the economic timing of the course. With the district facing millions of dollars worth of cuts that could jeopardize current programs, "we need to make sure our core class offerings are supported," said Bushee, who believes the funds required for a new course and teacher could be better used by dedicating them to existing programs.

"There's a lack of trust and respect for

teachers knowing their profession. There are outsiders to the educator's profession dictating what teachers should be doing, even at the state and national level. We're seeing it on a microscopic level here," said Fine. "[Teachers] aren't treated as professionals. We're used as movers of political agendas."

BHUSD assistant superintendent of human resources Sal Gumina did not return calls by press time.

briefs cont. on page 4



NOTICE OF PUBLIC HEARING

DATE: Thursday, February 26, 2009
TIME: 1:30 p.m., or as soon thereafter as the matter may be heard
LOCATION: Commission Meeting Room A
Beverly Hills City Hall
455 North Rexford Drive
Beverly Hills, CA 90210

The Planning Commission of the City of Beverly Hills, at its regular meeting on Thursday, February 26, 2009, will hold a public hearing beginning at 1:30 p.m. or as soon thereafter as the matter may be heard, to consider:

Amendments proposed to the Beverly Hills Municipal Code regarding a transfer of discretionary review authority on specific types of applications and permits in the Single-Family Residential Zones from the Planning Commission to the Design Review Commission. The following discretionary reviews are under consideration:

- **Minor Accommodation** for the amount of front yard paving permitted in a single-family residential zone [Sections 10-3-2422(I), 10-3-2518(H), and 10-3-2618(H)]
- **Central R-1 Permit** to establish vehicular entrance width and orientation for garages in the Central Area of the City [Section 10-3-2450(A)]
- **Central R-1 Permit** to establish the cumulative coverage of the maximum potential façade permitted for architectural projections which encroach into the front yard in the Central Area of the City [Section 10-3-2450(D)]
- **Central R-1 Permit** to establish standards for placement of windows above a second story that face a street south of Santa Monica Boulevard [Section 10-3-2450(E)]
- **Central R-1 Permit** to establish the maximum encroachment into a front yard for eaves and plant-on accents when the primary dwelling encroaches into the front yard by the maximum amount in the Central Area of the City [Section 10-3-2450(G)]

This project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. Staff has determined that the proposed amendments are exempt from the environmental review requirements of CEQA pursuant to Section 15061(b)(3) of the State CEQA Guidelines and no significant environmental impacts are anticipated.

Any interested person may attend the meeting and be heard or present written comments to the Commission. Comments may be submitted in writing to the Planning Division of the Community Development Department prior to the meeting date and written or oral comments will be accepted at the Planning Commission meeting at the date and time noted above.

If you challenge the Commission's action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City, either at or prior to the public hearing.

If there are any questions regarding this notice, please contact Ivy Nguyen in the Planning Division of the Community Development Department 310.285.1123. A copy of the proposed amendments are on file in the Planning Division of the Community Development Department, and can be reviewed by any interested person at 455 North Rexford Drive, Beverly Hills, California 90210.

JONATHAN LAIT, AICP
ASSISTANT DIRECTOR FOR COMMUNITY DEVELOPMENT



Pam Kraushaar

BHHS' Kraushaar moving to district office

Beverly High's lead administrative assistant Pam Kraushaar, who has worked under the BHHS principal for five years, has been promoted to the superintendent's office.

intendent's office.

"I'm very happy. I think this is going to be a really good challenge," said Kraushaar, who has been splitting her days between her high school office and the district office since the promotion was approved by the Board of Education last Tuesday.

Kraushaar started working for the district 15 years ago as an aide for Beverly Vista first grade teacher Maureen Winick, who taught Kraushaar's husband's fourth grade class in the 1960s. At the time, her children were in third and sixth grade at Horace Mann School, where she was a member and president of the PTA. She joined the Beverly High PTSA and the BHUSD PTA Council as her children grew.

After seven years in the first grade classroom, Kraushaar became a substitute teacher. Shortly thereafter, she worked as a part-time health aide at Beverly Vista before taking the position at Beverly High, under then principal Dan Stepenosky.

At the district office, Kraushaar will have responsibilities similar to those at the high school. But both she and interim superintendent Jerry Gross, who began in November, will face similar learning curves as they adjust to their new roles together.

Beverly High is looking to fill Kraushaar's position soon, with the job posting closing at the end of the week. To the person filling her shoes at Beverly High, Kraushaar says, "You've got to be a real people person."

Delegation returns from DC



Chief of Police David Snowden, Councilmember Linda Briskman and City Manager Rod Wood (right) meet with Bennie Thompson of the Committee on Homeland Security.

Councilmember Linda Briskman, the legislative liaison for Beverly Hills, with City Manager Rod Wood, Police Chief David Snowden and Police Division

Commander Theresa Taylor returned from Washington, D.C. last week after meeting with several new administration committee chairs.

"We made a particularly important contact this time in the Department of Homeland Security that promises to bring us an added partner in Science and Technology for the benefit of the safety of all our community," said Briskman, who as acted as the Legislative Liaison for the City Council on the state and national level for four years.

Briskman has helped to secure almost \$1 million in state and federal funds for safety and security projects in the city. In particular, the city has become a pilot for an initiative titled UNITE, which has provided among other things automated license plate recognition.

This was the city's first official trip to Washington since the new President Barack Obama's administration has been in place.

"Each time we make a legislative advocacy trip we make progress. This trip was no different meeting new members of the administration and telling our story," Briskman told the Weekly. "Naturally the town was a buzz with the stimulus package



Lev Foundation

RADD president Erin Meluso (left), Board member Alex Raminfar (center) and Celina Brohini were among the hundreds of people who showed up for second event put on by The Lev Foundation, a non-profit dedicated to helping young people make safe lifestyle decisions and named after the late Daniel Levian who died in a drunk driving accident last year. The event was a way for the newly created group to introduce itself to the community and to address the high ratio of drunk driving in Beverly Hills.

details and there were more questions than answers and there still are."

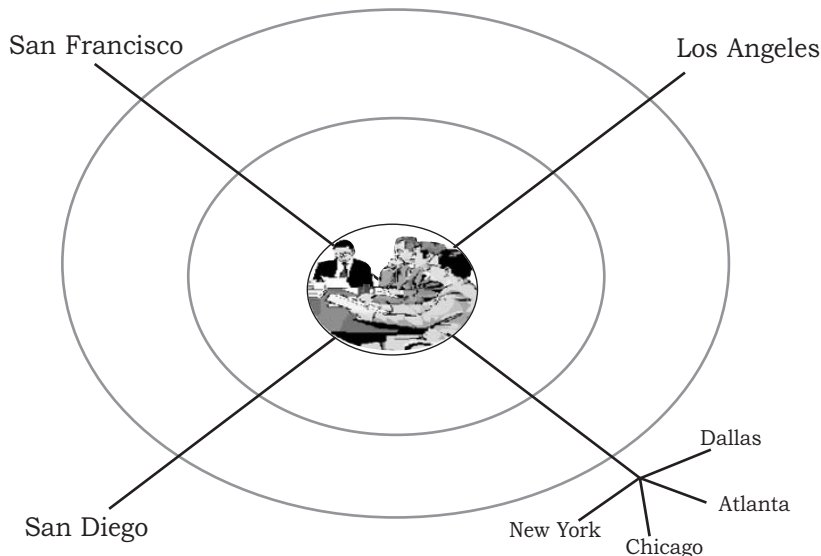
The group met with representatives from the offices of Sen. Barbara Boxer, Sen. Diane Feinstein and Rep. Henry Waxman, as well as several national and White House officials between Feb. 9 and 12.

"One thing [is] for sure...through our efforts over the past four years Beverly Hills has solidified its place at the table in Washington and Sacramento and the results prove that," said Briskman.

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sports & scores



BHHS Girls' Soccer Team Edges Culver City

Norman girls' soccer, girls' basketball teams set to open playoffs today.

By Steven Herbert

The Beverly High girls' soccer team assured itself of a second-place finish in the Ocean League and the possibility of a home game in the first round of the Southern Section playoffs with a 1-0 victory over Culver City last Thursday at Nickoll Field in the final regular season game for both teams.

Susanna Davidov took possession of a loose ball in front of the goal in the 74th minute of the 80-minute game, powered her way through Centaurs goalkeeper Morgan Faulkner to score her second goal of the season.

Goalkeeper Rebecca Gold made six saves for her 10th shutout of the season for Beverly Hills (12-7-2, 8-2 in league play.)

The Normans led in shots 12-6 and "had most of the possession," coach Ryan Franks said.

"For most of the game we were so close to scoring, I knew it would eventually come

with all the pressure we had," Franks said.

Emily Litvak and Solange Levy "were a terrific tandem in the midfield," Franks said.

"They played with great skill and had numerous small combinations in the middle that were really fun to watch," Franks said.

Franks also praised the play of Gold and defenders Tanya Djafar and Mahshar Zargar.

If Beverly Hills had lost, it would have finished in a second-place tie with Culver City and the league's second-place finisher for playoff purposes would have been determined by a coin toss.

Beverly Hills 4, Morningside 0

Levy scored her eighth goal of the season on a corner kick in the sixth minute and assisted on the Normans' next two goals in an Ocean League game at Morningside Feb. 10.

Levy sent a through ball to Davidov for a

goal in the 25th minute and a cross to Morgan Harding who scored her 16th goal of the season in the 56th minute.

Alexa Block scored her second goal of the season off a cross from Litvak.

Gold made three saves for the shutout.

Beverly Hills led in shots, 17-3.

Santa Monica 2, Beverly Hills 1

After the opening 60 minutes were scoreless, the Normans took a 1-0 lead on Harding's goal, but Julia Glanz scored the equalizer for the Vikings in the 65th minute and Elizabeth Lyons the game-winner in the 69th minute of an Ocean League game at Nickoll Field Feb. 6.

Beverly Hills led in shots, 8-5. Gold made three saves.

"Harding played an inspired game as did many of the Normans who fell just a little but short," Franks said. "I think not having injured starting sweeper Mahshar Zargar really hurt us. We didn't have the options that we usually have."

Beverly Hills 7, Hawthorne 0

Litvak scored three goals, increasing her season total to 26, and Gold and Ida Trevino both made two saves for the Normans in an Ocean League game at Nickoll Field Feb. 4.

Fields, Harding, Levy and Nicole Star also scored for Beverly Hills, which won by at least six goals for the seventh time this season.

Beverly Hills 4, Inglewood 1

Levy and Litvak each scored twice while the Sentinels spoiled Gold's bid for a shutout by scoring on a penalty kick with four min-

utes to play in an Ocean League game at Inglewood Jan. 30.

Litvak opened the scoring in the 23rd minute off Star's assist. Levy scored an unassisted goal 13 minutes later on an approximately 30-yard shot.

Levy scored on a penalty kick in the 43rd minute after Litvak was fouled in the penalty area. Litvak scored in the 72nd minute off Star's through ball for her 17th assist of the season.

The Normans led in shots, 21-5.

What's Next?

The Normans are scheduled to play at La Mirada, the second-place team in the Suburban League, today in a Division III first round playoff game beginning at 3 p.m.

If Beverly Hills defeats the Matadores (15-5-2), it would play the winner of the La Canada Flintridge Prep-Riverside Martin Luther King game in a second-round game Saturday at 3 p.m.

The Normans would play host to King, the second-place team in the Big VIII League, while the site of a Beverly Hills-Flintridge Prep game would be determined by a coin toss Friday.

Under Southern Section rules, the team with the fewer home games plays host to the next playoff game. If both teams have played the same amount of playoff games, the site is determined by a coin toss.

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)

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**For Beverly Hills
City Council
March 3, 2009**

**Endorsed by The Beverly Hills North Homeowners Association
and The Municipal League of Beverly Hills**

from the hills of beverly



Rudy's Recommendations For Council

Mahdi is back and two local heroes
By Rudy Cole

Has there ever been a city council election that wasn't called "the most important" in our history? Well, they seldom are. No matter who wins, somehow the city continues to be one of the best governed, safest, most service oriented communities in the nation.

However, this year and this election could really make a difference in our quality of life. Services and protection we assume will always be there face the most critical challenge since the Great Depression.

Why? Because the city anticipates a \$24 million shortfall in revenue; which translates into a 15 percent loss of the general fund budget. According to City Manager **Rod Wood**, this means the largest percentage budget reduction in our city's history!

So, the March 3 election does become one of our most significant, and probably the most critical we have ever had.

This year, experience and ability do matter and should probably be the most

important criteria we apply in making our choices. We really don't have the luxury of electing a council majority, and that's what we will be doing, based on how they voted on some already decided development issue or even their personal popularity.

Our city needs a council able to make very tough decisions that will keep us safe and secure with basic city services functioning and as close to standards we demand and expect, even in the face of diminished resources, and very likely cuts on city staff. That's not going to be easy.

Of the eleven candidates, three stand out. They are very different in style and positions on issues. What they share are ability, experience and leadership qualities that we need now more than ever.

My recommendations and reasons, in alphabetical order are:

- Dr. Willie Brien**
- Linda Briskman**
- Barry Brucker**

Two are incumbents, Briskman and Brucker, and one, Dr. Brien, served with distinction on a city commission and as president of the Board of Education.

What I am urging voters to do, I have also had to consider in these choices. No, I don't agree with some of their positions on issues. Yes, I have had strong disagreements on city and school problems with all three, but together they are the most knowledgeable, most experienced and most independent of all the other candidates.

Brien has not had to vote on issues both Brucker and Briskman have had to decide. Their voting records are not similar, but it is not accurate to label either pro- or anti-development based on their more visible votes in recent months. Those issues are over, and now we can't lose their experience and their leadership abilities because of their support or opposition to any one or two single projects.

Briskman is up-front and direct, and like how she votes or not, she votes her conscience. What you see is what you get. But that directness often belies her enormous strengths and abilities. Few people have ever served on our council with a better grasp of how city government really works. She served exceptionally well as a member of two city commissions before winning two elections for city council and, as mayor, she became a conciliatory voice for consensus building.

Brucker may well be the hardest working mayor in our city's history. When he thinks he's right, he is not easily swayed or detracted, and he is passionate about our community. He did lead efforts to give our city one of the strongest ethics ordinances in the state, he has been a consistent supporter of public education and he does his homework. Just as with Briskman, I have often disagreed with him on city issues, but I don't question his motives. What is also very impressive about Brucker is his ability to conduct council meetings in a fair and orderly manner.

Dr. Brien, unlike Brucker and Briskman who have had to vote on many of our very contentious issues, his stand on development projects is not all that clear. What

we do know is that he has enormous leadership abilities, served with distinction on the school board and has given back to his community in everything from involvement in city organizations to youth sports.

What are their weaknesses? Brucker is sometimes too focused on winning, too eager to gain approval that he rushes into unwise personal battles for others. But he does listen and is willing to learn.

Briskman does not suffer fools kindly. She can be abrasive and intolerant of disagreement with her views, but considering her temperament – and frankly, I prefer real emotion to hidden agendas, she is very supportive and understanding of the role of our city staff and our city manager form of government.

Brien has one major problem: Will he have the time to do the job? His position of chief of staff of Cedars-Sinai is very demanding, as will be his duties as a councilmember. The job isn't just coming to meetings and voting right, it's doing your homework and being available to your constituents and to staff. But there is an old axiom: Want a job done right, give it to a busy person.

Again, seldom in our history have we needed to make the most careful, prudent decisions on who will lead us. These three have the experience, the ability and the maturity to provide a council majority that can face our fiscal crisis squarely and responsibly. If you vote for someone because you approve or disapprove of their stand on some past issue, you will be doing a real disservice to your city.

Briskman, Brien and Brucker along with Councilmember **Jimmy Delshad** and Councilmember **Nancy Krasne** truly will represent the broad diversity of our community. Not perfect by far, but an outstanding team for these times of crisis.

Of those I did not recommend, many do have abilities and strengths. The most experienced of these is **Richard Stone** who has been a mayor and president of the school board. I have known Richard for many years and I do like and admire him even when we have strong disagreements. Unfortunately, his most important issues are battles of the past, not visions of the future.

John Mirisch should have a future in city government. He is bright, dedicated and has good family roots in Beverly Hills. But his now dismantled blog was way over the top. It may have been clever and even humorous, but it was too

Can we win the battle for Beverly Hills?



Find out why your vote on March 3rd is so crucial.

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often insulting of people with whom he disagreed.

His long absence from his hometown also is a reason he may not yet understand how we handle differences and what constitute the real needs of the city. With some more involvement and depth of understanding of issues aside from developments, he could be a bright leader of the future, just not now.

Virginia Maas has certainly paid her dues. Few of the candidates did more to prepare themselves for the office: She has studied city government, attended council and commission meetings and has a distinguished record of community service. But her lack of involvement in city government is not something you can overcome by preparing for an election and possible service. Unfortunately, and even though she now admits she made mistakes as a school board member, it was during her time on the board that it became far too contentious and divisive, certainly not her fault alone. The next council would be wise to appoint her to a city commission.

Fran Cohen is very competent and has good credentials in urban planning and architecture. She is now president of the Architectural Commission, has good ties to the community and is well intentioned. However, she is not experienced in the intricacies of city government, at least not sufficiently for the challenges this council will face. Of the challengers, she is one of the more viable.

Of the remaining, **Brent Lilley** has had the guts to take tough stands on issues, including support of Measure P. But he

needs more time in city involvement and more depth of support. **Michael Hakim** also has good support in the community, a strong and supportive family and has a desire to serve. Of the others, all seem dedicated, but are not sufficiently experienced or well known to consider during these times of most needing able leadership. I do congratulate **Nili Nathan** and **Abraham Ross** for their efforts and hope they remain involved.

Make the right choices, make them on who has the ability and experience to face our very critical needs, but most of all, show your own concern by voting on March 3.

Final thoughts about the election. I know we grow weary of appeals to fears: When Prop. 13 was being considered, we were told that city services would decline, there would be no money for police, fire and schools, and every time we consider some civic problem, the same concerns are trotted out. Well, Prop. 13 did change forever how we fund our schools and local control was diminished, but the sky did not totally fall. Now, not only must we face the impacts of the recession in our own city, but we must think about voting for a tax measure the city treasurer says is critical.

Measure P will not solve all or even most of our revenue needs, but it is an important step in the right direction. It is not some mammoth plan that will be passed on to residents, it is really an effort to make our present business taxes more fair and equitable. It will help us pay for city services we expect and help prevent

even greater cuts in our already bare boned budget. Bottom line: Measure P is still lower than similar taxes in Los Angeles and other neighboring cities. It is very pro-resident and, this is important, will not go into effect for at least one year, and some elements, such as a tax on parking in private lots, could be deferred even longer. The tax is enabling and not mandatory.

Congratulations to the city manager for bringing back **Mahdi Aluzri**, our former director of planning and later, of Community Development. What Mahdi has is the experience of working through the preliminary process of adopting a proposed new general plan. Although Planning Director **John Lait** is extremely competent and will continue in that job, he is new to city, was not involved in the years long studies of the GP that Mahdi brings back to the city.

LOCAL HEROES: We have two this week, **Kathy Reims** and **Genevieve Row**.

Reims was honored Tuesday by the city council for her distinguished service as a member and chair of the Planning Commission. Few ever worked as hard or gave as many hours as Kathy to try to do what is best for our city. What is very special about her appointment and her years of commission service, is her background as a community activist, often at

odds with city decision makers. But bringing her into the tent saw her grow as a leader and made her a balanced, community first commissioner. She will be missed as a commissioner, but knowing Kathy she will find other ways to stay involved, just maybe not until 1 a.m.

For her always balanced approach, her ever present good humor, her insightful understanding of the planning process, she is this week's co-local hero. The whole city congratulates her for what she gave back to Beverly Hills and this is a better city because she did serve.

Genevieve Row is a staffer in our city's Community Service Division. She sets very high standards for herself and her co-workers and exemplifies what we have come to most expect from our city staff: Customer friendly, high performance and dedication to a city that cares. Equally important, Row gives time and energy as a volunteer. She spurred her co-workers to provide coats and wet weather gear for the Westside Shelter Program and other much needed programs for the homeless. With all of that, she finds time to be there for her family and to continue her education. Mrs. Row is a model of staff and community service and is our co-hero of the Week.

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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coverstory

SHOULD BEVERLY HILLS BE GOING TO CHINA? PART II

CVB may intervene in BHGP's city-funded tourism office in Shanghai

By Jacquelyn Ryan

For four months, Mayor Barry Brucker and the Beverly Hills Global Partners (BHGP) — a year-old non-profit that oversees Beverly Hills Sister City relationships — have been orchestrating the creation of a tourism office in Pudong, a province of Shanghai, China, with Beverly Hills funds under the stated intention of solidifying the potential Sister City relationship.

On Tuesday, the City Council granted an additional \$25,000 to the group for the project, pushing the city's total dedicated funds to more than \$100,000. The Weekly first covered the program in Issue 476 "Should Beverly Hills Be Going to China?"

"What we are asking for rather than the [originally requested] full \$100,000, which we certainly would appreciate it, is for interim funding over the next three months which gives us an opportunity to continue our operation and also gives us an opportunity to then meet with the new board of the CVB [Conference and Visitors Bureau] to work with them and they, in turn, will be making a recommendation to the City Council," said BHGP co-chair Bruce Cole, no relation to BH Weekly columnist Rudy Cole, at Tuesday's meeting. "It may or may not include the Sister City."

The \$25,000, from the city's Transient Occupancy Tax (TOT) excess revenue which is dedicated to funding city marketing, will be used to continue funding one full-time employee and an office to promote Beverly Hills in Pudong for the next few months.

Several Beverly Hills hoteliers spoke in support of the project at Tuesday's meeting.

The Council provided \$35,000 to get the office up and running last November. Critics question if the office will produce the promised results. Cole said at the meeting on Tuesday that representatives of a major Chinese corporation came to visit Beverly Hills last week to assess the possibility of opening a headquarters in the city.

Cole has spearheaded the push for Beverly Hills' involvement in China. He helped to organize a delegation of 12 Beverly Hills representatives to Pudong between October and November last year as well a delegation of 15 representatives from China to Beverly Hills in December. He led the effort to secure an office as well as an employee in Pudong. He has also been the voice requesting city money to support these projects.

Cole did not return calls by press time.

Cole currently holds several executive roles in banks and investment companies in China, including his position as chairman of Mamtek International, a Hong Kong-based sucralose manufacturing company, as well as vice chair of China Consolidated Investments, a diversified investment company. He is also vice chair of Morgan Stern Merchant Bank in Beijing and Hong Kong, as well as Morgan Stern

Realty in Beverly Hills.

BHGP intends to use part of the city's funding for a \$60,000 annual salary for the Pudong office's full-time employee: "Chief Representative of Beverly Hills Global Partners" Wu Pei, whom Cole nominated for the position.

Pei is the daughter of a close business associate of Cole, according to Brucker

By comparison, the annual salary for an office manager or tourism administrator is around \$41,000 in the U.S. In fact, the Japan Travel Bureau USA Inc. pays its tourism administrator \$37,000 a year in San Francisco.

Beverly Hills paid for Pei to stay at the Grand Hyatt hotel the night before the Beverly Hills delegation arrived in Shanghai, according to expense reports submitted by BHGP to the city. A single room at the Shanghai Grand Hyatt runs around \$300 a night.

The delegation from Beverly Hills included several local officials and varied professionals such as Mayor Barry Brucker, former Board of Education president Alissa Roston, Sister City chair Bruce Cole and the Conference and Visitors Bureau executive director Kathy Smits. The delegates have said they all paid their own expenses.

BHGP member John Ho submitted an expense report for more than \$58,000 for travel expenses while in Shanghai, and \$4,400 for entertainment, according to documents obtained by the Weekly. It is unclear what the specific expenses were for.

Unlike Beverly Hills' delegation which included a diverse group of representatives, the delegation from China was made up mostly of travel and hospitality representatives, such as travel agents, from four other cities in addition to Pudong [See adjoining chart]. No mayor or city officials joined the delegation from China.

The Chinese delegates' trip was subsidized with \$40,000 from the City of Beverly Hills to cover a meal at Greystone Mansion as well as other expenses for the travelers and CVB.

The group of Chinese visitors were selected by Cole and invited on official letterhead by Mayor Brucker before gaining the Council's financial support.

Among those 15 delegates was a couple from a company with which Cole has had business relationships.

Since 2006, Cole has sat on the Board of Directors of Qinghai Investment Corporation, a metals, energy, and mining company in China. Approximately 20 percent of that company's business holdings were acquired in 2007 by Minmetals Resources Limited, an arm of China Minmetals Corporation.

Minmetals' deputy general manager of human resources Zhijian Zhang and his wife were part of the Chinese delegation to Beverly Hills, invited by Cole and Brucker and subsidi-

dized by city funds.

Only a week before the Chinese delegation arrived in Beverly Hills, Minmetals Resources announced it would withdraw its investment in Qinghai Investment Group, due to "adverse and continuing volatile market conditions."

Beverly Hills paid approximately \$1,740 per Chinese delegate, totaling \$31,300, according to the staff report. Costs included \$19,337 for CVB work to organize the events and \$12,500 for dinner at Greystone and other costs for the Chinese group.

Cole and the BHGP say they anticipate the Pudong office will be self-sustaining within the next year. They believe they will be able to raise the \$100,000 operating budget by merchandising.

Thus far, the BHGP has not managed to find ways to be self-sustaining. According to comments at City Council meetings, there's been modest effort by BHGP to seek sponsorship or funding from outside sources, like most Sister City organizations do.

In fact, Cole and the BHGP have come to the Council for money for the Pudong initiative at least three times as of Tuesday. Pudong is not yet an official Sister City with Beverly Hills.

Beverly Hills' two official Sister Cities—Cannes, France and Acapulco, Mexico—have not received funding in the last 20 last years. The soon-to-be Sister City of Herzliya, Israel has also not received any funding.

No other Sister City initiatives or visits of them have been subsidized by the city and none of them lay claim to an official Beverly Hills tourism office.

Councilmembers Jimmy Delshad and Linda Briskman have both aired concerns that the initiative is not true to the nature of a Sister City. Briskman has consistently called the project, "A tourism effort dressed up like a Sister City."

The money the Council has provided to the BHGP has been in the name of promoting tourism for Beverly Hills, not necessarily to promote the Sister City relationship.

"We'd be out of our minds not to support tourism... But the question is not that we should support it, it's how? How do we get the most bang for our buck?" said Councilmember Jimmy Delshad as he debated supporting the grant at Tuesday's meeting. "I'm just concerned with if the money should go to the CVB to continue this operation or should it go back to the Sister City.... I really caution you that [the money the Council has previously granted BHGP] is not being spent in the most efficient way, as I see it."

The Council will direct the new CVB Board of Directors, which first meets at the end of the month, to discuss taking over the initiative in the tourism bureau.

"I think that this path makes sense. I think that the \$25,000 is just a bridge to see if the operation will be handled in the way it's handled now. The city should not be in this effort. This effort was supposed to be self sustaining, at one point. And when it became a tourism effort it became a tourism effort it became a CVB effort," said Briskman.

But more than anything, Delshad said he hopes that the BHGP can begin to focus more on the other, actual, Sister Cities.

"Let's not make our other Sister Cities feel like a step-child," said Delshad.

Chinese Delegates to Beverly Hills

Ms. Jue Yao, Manager of Outbound Travel Center America & Canada Dept.
Shanghai Cyts Tours Corporation

Ms. Meg, Operation Consultant
Shanghai Cyts Tours Corporation

Mr. Wye Wang, Manager of America, Oceania & Africa Dept.
Shanghai China Travel International LTD.

Ms. Chunxia Chao, Manager of Outbound Dept.
Shanghai Eastern Air International Travel & Transport Corp., LTD.

Mr. Jianbin Liu, Business Dept. of America Manager
China Merchants Group of Shanghai
International Travel Service Co., LTD.

Mr. Qing Song, Sales Manager
Galaxy Tour INC.

Ms. Christy Huang, General Manager of L.A. Office
Galaxy Tour INC.

Ms. Lydia Hu, Associate Director of Sales
Hyatt International Hotels & Resorts

Mr. Lin Wu, Assistant President, Business
Administration Doctor
China Jin Mao Group Co. LTD.

Ms. Jiang Lu, Mr. Lin Wu's spouse
China Jin Mao Group Co, LTD.

Mr. Zhijian Zhang, Deputy General Manager, Human
Resource Dept.
China Minmetals Co., LTD.

Ms. Xiaoyan Zhang, Mr. Zhijian Zhang's spouse
China Minmetals Co., LTD.

Ms. Lucy Hu, General Manager
Shanghai Sinofly Business Information
Consultation Co., LTD.

Ms. Helena XU, Operation Dept. Supervisor
Shanghai Sinofly Business Information
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Ms. Xiaoqi Wang, Director of Shanghai Office
South Media Corporation

Mr. Jianzhong Zhang, Director
Guangdong TV

Ms. Pei Wu, Chief Representative
Beverly Hills Global Partners, Beverly Hills Sister
City Committee

Source: List provided by City of Beverly Hills

Beverly Hills North Homeowners Association

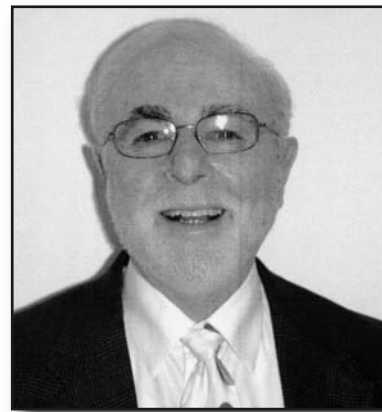
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California
90213

Endorsement

To All Our fellow Residents: On election day March 3, 2009, and during the course of absentee balloting, let's join together and change the developer-oriented culture at City Hall and elect **John Mirisch and Richard Stone** who will put residents first! Once elected they will **Not** permit excessive commercial development that is characterized by the Wilshire corridor: high rise, high density and gridlock traffic generating projects.



John Mirisch and Family



Richard Stone

Statement of Endorsement

We seek to encourage the exercise of reason in our political dialogue. We care profoundly that those who represent us, those whom we elect, those to whom we grant our political power reflect the best of who we are.

We seek to refine our political expectations by encouraging moderation in our elected officials who always seem to be convinced that they are "right" in any and all matters of significant public concern or, for that matter, in any and all controversies. We support candidates who we believe not only will put forth reasoned positions in an open, free and democratic marketplace of ideas, but also will encourage, stimulate and engage respectfully differing opinions.

Presently, the intellectual and political conformity at City Hall breeds intolerance for dissent. More and more, we hear our fellow residents, who share our quality of life concerns and commitment to maintain and enhance our "village community", frustrated, disappointed and at times deceived by City Hall: frustrated by City Hall's dismissiveness of petitioning residents; disappointed with City Hall's sponsorship of excessive high rise, high density commercial development that generates gridlock traffic; and deceived by City Hall's embrace of developers and selective misrepresentations, particularly regarding traffic, parking and adverse environmental impacts.

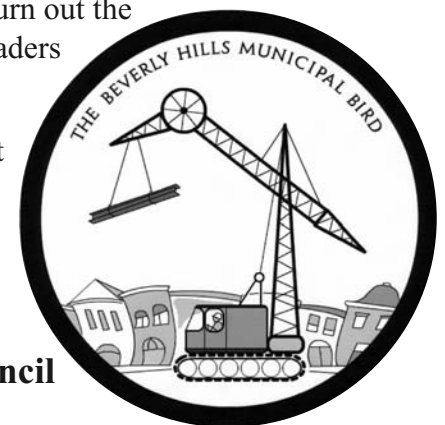
This election affords the opportunity to change this anti-resident, pro-development culture. We need to turn out the incumbents, Linda Briskman and Barry Brucker. We also need to elect independent, resident-oriented leaders who have chosen to take well-reasoned public positions on issues of significant public concern.

We are hopeful that John Mirisch and Richard Stone will encourage free expression of opinion in support and in opposition of all that emanates from City Hall. We hope that they will enhance the dignity of the public office they will hold and restore credibility and confidence in our city government. We hope that there will be fair play restored to City Hall ensuring that our residents will be heard and treated with the same dignity and respect presently given developers.

Help us take back our City – Elect John Mirisch and Richard Stone to our City Council

Beverly Hills North Homeowners Association Board of Directors: *President* - Robert Tanenbaum; *Vice Presidents* - Victor Bardack, Dr. Matt Finerman and Lou Lipofsky; *Treasurers* - Christopher Brix and Betty Harris; *Secretary* - Donna Schifrin; *Members* - Marianne Barbanell, Nancy Barth, Eleanor Bartman, Jackie & Arthur Burdorf, Mary Levin Cutler, Jerry Dobkin, Marjorie Fasman, Donna & Ray Flade, Harold Foonberg, Brenda Freeman, Bernard Gelbort, Debra Gordon, Debbie Grossman, Ruth Kraft, David Langer, Ruth & Robert Mirvis, Arlene Tanenbaum, Patti Tanenbaum

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What the Beverly Hills City Council is saying about Measure P...

“...this is not the time to make fundamental changes in local tax policies,” said Beverly Hills’ Mayor Barry Brucker.

– *Beverly Hills Courier* February 6, 2009

- ✓ Every candidate for City Council including the incumbents are voting **NO on Measure P**
- ✓ The Board of Directors of the Chamber of Commerce has unanimously said **NO on Measure P**
- ✓ The Howard Jarvis Tax Payers Association urges you to vote **NO on Measure P**

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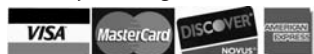
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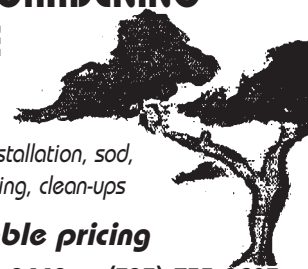
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the file kept by the court.

THE PETITION requests authority to administer the estate under the Independent Administration of Estates Act. (This authority will allow the personal representative to take many actions without obtaining court approval. Before taking certain very important actions, however, the personal representative will be required to give notice to interested persons unless they have waived notice or consented to the proposed action.) The independent administration authority will be granted unless an interested person files an objection to the petition and shows good cause why the court should not grant the authority.

A HEARING on the petition will be held on March 2, 2009 at 8:30 AM in Dept. No. 9 located at 111 N. Hill St., Los Angeles, CA 90012.

IF YOU OBJECT to the granting of the petition, you should appear at the hearing and state your objections or file written objections with the court before the hearing. Your appearance may be in person or by your attorney.

IF YOU ARE A CREDITOR or a contingent creditor of the deceased, you must file your claim with the court and mail a copy to the personal representative appointed by the court within four months from the date of first issuance of letters as provided in Probate Code section 9100. The time for filing claims will not expire before four months from the hearing date noticed above.

YOU MAY EXAMINE the file kept by the court. If you are a person interested in the estate, you may file with the court a Request for Special Notice (form DE-154) of the filing of an inventory and appraisal of estate assets or of any petition or account as provided in Probate Code section 1250. A Request for Special Notice form is available from the court clerk.

Attorney for petitioner:
BURTON A. MITCHELL, ESQ.

SBN 79317

JEFFER MANGELS BUTLER AND MARMARO LLP

1900 AVE OF THE STARS

7TH FLR

LOS ANGELES CA 90067

Beverly Hills Weekly

CN810666 CRICHTON Feb 5,12,19, 2009

**CITY OF BEVERLY HILLS
PUBLIC WORKS & TRANSPORTATION - PROJECT ADMINISTRATION
345 FOOTHILL ROAD**

BEVERLY HILLS, CALIFORNIA 90210

LEGAL NOTICE - BIDS WANTED

FIRE STATION NO.1 IMPROVEMENTS & REMODEL

The City of Beverly Hills ("City") hereby requests sealed bids for the materials, supplies, equipment or services set forth herein, subject to all conditions outlined in this Bid Package, including:

SECTION 1: NOTICE INVITING BIDS

1. Notice Inviting Bids

a. Date of Request:
February 20, 2009

b. Bid Number: 09-23

c. Item Description:
Project scope of work shall include the construction of approximately 450 square feet of second floor area (over existing) and remodel of adjacent space for new bathroom/locker room and two bedrooms; remodel of a portion of the first floor administration area; and replacement of certain air handlers on the roof for Fire Station No. 1 (Headquarters), located at 445 N. Rexford Drive, Beverly Hills, California 90210.

d. Obtaining Bid Documents:
A copy of the Bid Package may be obtained by mail or in person from the Department of Public Works & Transportation - Project Administration, 345 Foothill Road, Beverly Hills, CA 90210, telephone number 310-288-2823.

e. Bid Opening:
Tuesday - March 10, 2009 at 2:00 p.m.

f. Due Date and Location for Submittals: Sealed bids will be received at all times during normal business hours prior to the Bid Opening, at the City Clerk's Office, 455 North Rexford Drive, Room 290, Beverly Hills, CA 90210. All bids must be in writing and must contain an original signature by an authorized officer of the firm. Electronic bids (i.e., telephonic, FAX, etc.) are NOT acceptable. All bids shall clearly contain on the outside of the sealed envelope in which they are submitted: BID PACKAGE 09-23:

FIRE STATION NO.1 IMPROVEMENTS & REMODEL.

g. Contractor's License: In accordance with provisions of Section 3300 of the California Public Contract Code, the City has determined that the Contractor shall possess a valid California Contractor's License Class B-1 or other appropriate license classification under the State Contracting Code at the time the contract is bid. Failure to possess such license may render the bid non responsive and bar the award of the contract to that non responsive Bidder.

h. Liquidated Damages: There shall be a \$500.00 assessment for each and every calendar day work remains undone after date fixed for completion.

i. Prevailing Wages: In accordance with the provisions of Sections 1770 et seq., of the Labor Code, the Director of the Industrial Relations of the State of California has determined the general prevailing rate of wages applicable to the work to be done. The Contractor will be required to pay to all persons employed on the project by the Contractor sums not less than the sums set forth in the documents entitled "General Prevailing Wage Determination made by the Director of Industrial Relations pursuant to California Labor Code, Part 7, Chapter 1, Article 2, Sections 1770, 1773, 1773.1." These documents can be reviewed in the office of the City Clerk or may be obtained from the State.

j. Prebid Conference Date and Location: A mandatory pre-bid conference will be held on Tuesday, March 3, 2009 at 10:30 a.m. at the project site at the Beverly Hills Fire Station No. 1, 445 N. Rexford Drive, Beverly Hills 90210 (adjacent to the Civic Center parking garage).

k. Bid Security: Each bid shall be accompanied by bid security in the form of a cashier's check, certified check or bid bond in the amount of 10% of the total bid amount. All cashier's checks or certified checks must be drawn on a responsible bank doing business in the United States and shall be made payable to THE CITY OF BEVERLY HILLS. Bid bonds must be issued by a bonding company licensed to do business in the State of California. Bids not accompanied by the required bid security shall be

rejected. Cash and personal or company checks are NOT acceptable. The City shall return the bid security checks of unsuccessful bidders to them when the successful bidder ("Contractor") enters into the Contract with the City.

l. Payment Bond and Performance Bond: A Payment Bond and a Performance Bond, each in the amount of 100% of the contract amount, will be required of the Contractor.

m. Insurance: Upon award of contract, contractor will be obligated to file certificates of insurance evidencing coverage as specified in the bid documents and in a form acceptable to the City. The certificates shall be on the City's standard proof of insurance form.

n. Time of Completion: The contractual completion time shall be 150 calendar days from the date of Notice To Proceed.

o. Retention: In accordance with the contract, ten percent (10%) of any progress payment will be withheld as retention. Pursuant to Section 22300 of the Public Contract Code, at the request and expense of the Contractor, securities equivalent to the amount withheld may be deposited with the City or with a state or federally chartered bank as the escrow agent, and City shall then pay such moneys to the Contractor. Refer to the contract for further clarification.

p. Contact Person: A bidder or potential bidder who has a procedural question may call Charles Ackerman at telephone number 310-285-1132. A substantive question must be submitted in writing and a copy of that question plus a written response to it will be emailed, faxed or mailed to all parties who have obtained a bid package.

THE CITY OF BEVERLY HILLS RESERVES THE RIGHT TO REJECT ANY BID OR ALL BIDS AND TO WAIVE ANY INFORMALITY OR IRREGULARITY IN ANY BID. ANY CONTRACT AWARDED WILL BE LET TO THE LOWEST RESPONSIVE AND RESPONSIBLE BIDDER.

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LEGEND

- 100-199 Announcements
- 105-General Services
- 110-Funeral Directors
- 115-Cemetery/Mausoleums
- 120-Clubs/Meetings
- 125-Personals
- 130-Legal Notices
- 135-Beauty Aids
- 140-Health Aids
- 145-Lost Items
- 150-Found Items
- 155-School and Classes
- 160-Adult Entertainment
- 161-Escort
- 165-Massage
- 170-Caregiver
- 200-299 Services
- 201-Accounting
- 202-Acoustics
- 204-Additions
- 206-Appliance Repair
- 208-Asphalt Paving
- 210-Bath Tub Repair/Reglazing
- 212-Bookkeeping Services
- 214-Brush Clearing
- 215-Building

- 216-Car Alarms
- 217-Culinary Service
- 218-Carpentry
- 220-Cleaning
- 222-Carpet Installation
- 224-Computer Repair
- 225-Computer Tech Support
- 226-Concrete
- 227-Construction
- 228-Contractors
- 230-Counseling
- 232-Decking
- 234-Drywall
- 236-Electrical
- 237-Entertainment
- 238-Exterminators
- 240-Fencing
- 242-Garage Doors
- 244-Handyman
- 246-Hauling
- 248-Internet Services
- 250-Iron Work
- 252-Janitorial
- 254-Landscaping
- 255-Legal Services
- 256-Locksmith
- 258-Moving/Storage

- 260-Music Instruction
- 262-Painting
- 264-Pet Sitting
- 265-Photography
- 266-Plumbing
- 267-Piano Tuning
- 268-Roofing
- 270-Sandblasting
- 272-Security Services
- 274-Stained Glass
- 276-Tile
- 278-Tree Service
- 280-Tutoring
- 282-TV/VCR/DVD Repair
- 284-Video Systems
- 286-Windows
- 288-Word Processing
- 289-Lessons
- 290-Trainer

- 300-399 Rentals
- 300-House Furnished
- 302-House Unfurnished

- 304-Apartments Furnished
- 306-For Rent
- 308-Condominiums
- 309-Recreational For Rent
- 310-Rooms
- 312-Rentals to Share
- 314-Hotels/Motels
- 316-Garages Storage
- 318-Office Space
- 320-Commercial
- 322-Resort Property
- 325-For Lease
- 400-499 Real Estate
- 400-Homes For Sale
- 401-Real Estate
- 402-Condominiums
- 404-Commercial/Industrial
- 406-Mobile Homes
- 408-Income Property
- 410-Lots For Sale
- 412-Farms/Ranches
- 414-Resort Property

- 416-Lakeshore Property
- 418-Oceanfront Property
- 420-Out-of-State Property
- 422-Real Estate Exchange
- 424-Real Estate Wanted

- 500-599 Employment
- 500-Employment Opportunities
- 501-Help Wanted
- 505-Work at Home
- 510-Employment Agencies
- 515-Business Services
- 516-Business Opportunities
- 520-Jobs Wanted
- 521-Personal Shopper
- 522-Drivers

- 600-799 Merchandise
- 600-Garage Sales
- 610-For Sale
- 615-Business For Sale
- 700-Antiques
- 705-Appliances
- 710-Medical Supplies
- 715-Coins & Stamps
- 720-Computers
- 725-Furniture

- 726-Miscellaneous
- 730-Musical Instruments
- 735-Office Furniture
- 740-Television/Radio

- 800-899 Financial
- 800-Real Estate Loans
- 801-Financial Services
- 802-Money to Loan
- 804-Money Wanted
- 806-Mortgage & Trust
- 808-Escrows

- 900-999 Transportation
- 900-Autos For Sale
- 905-Trucks & Vans
- 910-Motorhomes/Campers
- 915-Motorcycles
- 920-Trailers
- 925-Classics
- 930-Auto Leasing
- 935-Aircraft
- 940-Boats
- 945-Personal Watercraft
- 950-Marine Supplies
- 955-Autos Wanted

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