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Issue 877 • July 21, 2016 - July 27, 2016



Tour(ism) de Force

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The Senator from Santa Monica



Ben Allen on bills, lobbyists and getting things done in Sacramento
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WHAT'S ON YOUR MIND?

You can write us at:
 140 South Beverly Drive #201
 Beverly Hills, CA 90212

You can fax us at:
 310.887.0789

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editor@bhweekly.com



SNAPSHOT



CARE TO DANCE? ROXBURY DRIVE

On Sunday afternoon, Olga Satmaky (left) and Albert Megerdechyan (right) attended the Senior Summer Party & Dance hosted by the Beverly Hills Active Adult Club at the Roxbury Park Community Center.



BEVERLY HILLS TELEVISION

BHTV City Council and Commission Schedule – Channel 10

- Fine Art Commission: July 21 at 4:00 p.m., July 25 at 8:00 p.m., July 27 at 5:00 p.m.
- Health & Safety Commission: July 25 at 4:00 p.m., July 27 at 8:00 p.m.



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briefs

Hilton “tower” on ballot for November 8

A large and vocal crowd that included former mayors Robert K. Tanenbaum and Linda Briskman packed the Council Chambers Tuesday night, in anticipation of a discussion on the controversial Hilton project.

On November 8, Beverly Hills voters are expected to vote “yes” or “no” on the Hilton Condominium Tower Initiative, the 26-story residential development first presented to the public in March as the Beverly Hills Garden and Open Space Initiative.

Though the initiative would result in the city’s first-ever 345-foot building, councilmembers clashed on whether or not the structure should be called a “tower” on the ballot.

“As far as the word tower, it’s true that it was used repeatedly by the developers to describe the Hilton building, referring to it as the Wilshire tower, and it’s true that this initiative—the building that it would allow—is almost three times as tall, so I don’t understand how it would be a pejorative in one sense, but not in the other sense,” said newly appointed Councilmember Kathy Reims, who in her

brief time on the Council has traditionally sided with Councilmember Lili Bosse.

But Bosse and Vice Mayor Nancy Krasne, who submitted a letter because she was not present, did not support the word “tower,” siding with both Briskman and Tanenbaum, who have publically advocated for the project. A vocal opponent, Mayor John Mirisch said “skyscraper” might be a more fitting descriptor.

“I quite frankly think ‘tower’ is rather harmless, and is appropriate,” Mirisch said.

The deadline to submit arguments for or against the measure is August 2.

Board expected to authorize new bond measure

Two separate bond resolutions vying for placement on the November 8th ballot appeared on the Board of Education staff report Tuesday, even though the Board lacked a clear plan for how the district would spend the funds.

Originally valued at \$400 million, the bond package was later downsized to \$260 million.

A Proposition-39 measure, Resolution No. 003 requires 55-percent voter approval, and Resolution No. 004 requires 66.7-percent voter approval; at least four Board members must vote “yes” to authorize the former, while the latter requires only three votes.

The non-Proposition 39 resolution is

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OUR DATA SPEAKS VOLUMES



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not subject to review by the Citizens' Oversight Committee.

Though Board members Howard Goldstein, Lisa Korbatov and Noah Margo indicated support for a new bond, Board members Isabel Hacker and Mel Spitz did not, meaning the measure would have needed 66.7 percent voter approval to pass.

Margo, who said he would rather move forward with four votes, asked Spitz whether he might reconsider his decision if the Board held "a study session or two" before August 12, the deadline to place the resolution on the ballot.

"If we can agree on the specific projects and the cost of each project and then put it to the voters, I think that's a reasonable thing to do," said Spitz, who had presented a strong argument against the measure minutes before.

Earlier this year, the Board approved construction plans for the remaining Measure E bond funds, a \$274-million package dubbed "Phase One."

The cost breakdown includes \$70.7 million for modernization work at Beverly High, \$4.9 million at Beverly Vista, \$76.5 million at El Rodeo, \$12 million at Hawthorne and \$75.4 million at Horace Mann.

But even after Phase One is complete, the district expects to spend close to \$300 million on Phase Two, including \$76 million on Beverly High's Building C, an elaborate parking structure adjacent to the Swim Gym.

Hacker mentioned that the Board has accelerated Measure E thrice since the bond's 2008 inception, each time without voter approval.

"The Board majority has voted three separate times to accelerate the bond, which has led to an increase in property bills three times," Hacker said.

A survey conducted by Godbe Research in May to assess potential voter support for a new bond measure depicted a public that needs convincing.

Informed support for the bond stood at 51.2 percent, and roughly 33 percent of

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Project proposed for 9206 and 9212 Olympic Blvd.

Gordon: "[Olympic Blvd. corridor] should remain a two-story corridor"

A three-story commercial building proposed for an Olympic-Blvd. corridor received two thumbs down from Planning Commission Vice Chair Lori Greene Gordon, who indicated the project would set a destructive precedent for the area.

"This is a corridor that heretofore—with the exception of one building on the corner of Doheny [Drive] and Olympic [Boulevard]—is a one-and-two-story corridor," Gordon said at the Commission's July 14th meeting. "What we are now doing by approving this is now saying that this is acceptable to become a three-story corridor."

But Gordon was outvoted by her colleagues, who all supported the project. Commission Chair Farshid Joe Shooshani's main critique related to the need for more modulation.

"This is the first building that we are going to do on the Olympic corridor, and it's going to be a trendsetter," Shooshani said.

Helmed by ETCO Homes developer Afshin Etebar, the project envisions a three-story, 35-foot commercial building on the plot located at 9206 and 9212 Olympic Boulevard.

The first floor will contain a mix of restaurant and retail spaces and the second and third floors will contain offices. A car rental company currently operates a surface parking lot on the property.

"From the beginning of this project we were very mindful of the community," Etebar said at Tuesday's City Council study session.

After receiving comments from residents "who felt that some issues needed to be addressed," Mayor John Mirisch requested on Tuesday the Council discuss whether the Commission's determination should be called up for review. The Council did not support the action.

Before voting no last week, Gordon said "sorry," but then quickly retracted her apology.

"This is not the kind of improvement that enhances the neighborhood," she said.



NOTICE OF PUBLIC HEARING

DATE: July 28, 2015
TIME: 1:30 PM, or as soon thereafter as the matter may be heard
LOCATION: Commission Meeting Room 280A
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, July 28, 2015, will hold a public hearing beginning at 1:30 PM, or as soon thereafter as the matter may be heard to consider:

AN ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING THE BEVERLY HILLS MUNICIPAL CODE TO CLARIFY LANGUAGE ON EXISTING REGULATIONS RELATED TO PORTE COCHERES SOUTH OF SANTA MONICA BOULEVARD, PUBLIC NOTICING REQUIREMENTS, PAVING IN FRONT YARDS, TIME OF EXERCISE OF RIGHTS FOR CONDITIONAL USE PERMITS AND THE LIST OF MINOR ACCOMMODATIONS THAT MAY BE GRANTED.

The proposed Ordinance would include minor modifications to existing code language to address inaccuracies, remove errors and improve the clarity of the Beverly Hills Municipal Code (BHMC). The proposed amendments included in the Ordinance would not represent substantive changes to the current meaning or interpretation of the code sections being amended. The proposed language changes would include:

- Amendment of BHMC 10-3-2406, BHMC 10-3-2409 and BHMC 10-3-2423 to clarify that a driveway covered by a porte cochere is an allowable encroachment within the required nine foot side property setback area on single family residential lots located south of Santa Monica Boulevard,
- Amendment of BHMC 10-3-253 to correct the public notification mailed notice radius requirements for cases requiring Planning review at the Commission or Council level, changing the requirement from 300 feet radius plus block-face to the intended 500 feet radius plus block-face,
- Amendment of BHMC 10-3-2422 to clarify that a walkway that does not exceed five feet in width is allowed within three feet of the front property line on single family lots located in the Central Area of the City,
- Amendment of BHMC 10-3-3805 to correct a typo in the code section referring to a planned development approval instead of a conditional use permit, and
- Amendment to BHMC 10-3-3600 removing a identified minor accommodation for building height north of Santa Monica Boulevard as adopted amendments to the Code have made this minor accommodation inapplicable.

This Ordinance 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. The adoption and implementation of the Ordinance represents minor semantic changes to the existing code and does not represent substantive changes in meaning or interpretation of the code. It can therefore be seen with certainty that there is no possibility that the proposed amendments may have a significant effect on the environment. Accordingly, the Planning Commission will consider the recommendation to find the Ordinance exempt from the environmental review requirements of CEQA pursuant to Section 15061(3) of Title 14 of the California Code of Regulations.

Any interested person may attend the meeting and be heard or present written comments to the Commission.

According to Government Code Section 65009, 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 **Timothea Tway, Associate Planner** in the Planning Division at **310.285.1122**, or by email at **ttway@beverlyhills.org**. The case file, including associated documents are on file in the Community Development Department, and can be reviewed by any interested person at 455 North Rexford Drive, Beverly Hills, CA 90210.

Sincerely,
Timothea Tway, Associate Planner



Lucky Cricket to perform at Concerts on Canon July 28

Four-piece band Lucky Cricket will play everything from pop to folk and indie to rhythm and blues during two Concerts-on-Canon performances July 28.

With Shearin Matute on vocals and guitar, Joram Matute on bass and ukulele, Desiree Ko on keyboards and Jonathan Heldt on percussion, Lucky Cricket is rooted in the acoustic style, but their music encompasses a wide range of genres. The group will play hit songs by Ed Sheeran and Coldplay, along with reinterpretations of classics by the Beatles and Frank Sinatra.

Concerts on Canon is a popular, free outdoor entertainment series that takes place every Thursday. It kicked off June 2 and will go through September 1. Tom Nolan Band performs tonight.

All concerts take place at Beverly Canon Gardens, which is located on Canon Drive between the Montage Hotel and Bouchon Restaurant. Parking is available adjacent to Beverly Canon Gardens.

For more information, visit www.beverlyhills.org/exploring/eventsandactivities.

briefs cont. from page 3

participants responded either “somewhat unfavorable” or “very unfavorable” when asked their opinion of the job the “district is doing to effectively manage and spend taxpayer dollars and public funds.”

When respondents were read arguments against the bond, 37.1 percent said they were “much more likely” to vote against it based on the statement: “The district wasted the money from the 2008 Measure E campaign.”

“There are some trust issues, there are some concerns about management,” said Charles Heath, partner at campaign consulting firm TBWB Strategies, at a meeting last month.

The Board will vote to place the bond resolution on the November 8th ballot at their August 9th meeting.

Metro to demolish five buildings in September for La Cienega staging

In preparation for the Metro subway station proposed for the northeast corner of Wilshire and La Cienega boulevards, the demolition of five buildings will commence September 1.

The former Citibank building and the former Phoenix restaurant site on the northeast corner of Wilshire and La Cienega Boulevards; the former Luther Bank Building and the former Eden Sassoon Pilates studio on the northwest corner of Wilshire and Gale; and a vacated apartment building located at 111 North Gale are all slated for demolition.



Temporary liner for Cabrillo Reservoir in the works

Non-potable groundwater supplied by the Cabrillo Reservoir is currently being used for a wide variety of municipal services, including power washing the Business Triangle and street sweeping.

As explained by Public Works Services Assistant Director Trish Rhay at the

Metro will use the parcels for construction staging.

Due to migratory birds nesting on site, the demolition was pushed back from June to September 1, which marks the end of the bird nesting season. The work encompasses mobilization, fence installation, demolition and demobilization, and is expected to last 10 weeks.

The utilities currently located underneath Wilshire Boulevard must first be transferred elsewhere. Per the City Council’s direction, the utility relocation schedule is limited to Mondays to Fridays from 7 a.m. to 4 p.m. and Saturdays or Sundays from 8 a.m. to 6 p.m.

The Council authorized demolition permits in April.

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NOTICE TO VOTERS OF DATE AFTER WHICH NO ARGUMENTS FOR OR AGAINST A CITY MEASURE MAY BE SUBMITTED TO THE CITY CLERK



NOTICE IS GIVEN that the Special Municipal Election is to be held in the City of Beverly Hills on Tuesday, November 8, 2016, at which there will be submitted to the voters the following measure:

Hilton Condominium Tower Initiative – Shall An Ordinance Be Adopted Allowing A 26 Story (345 Feet) Residential Building Instead Of Two Residential Buildings Of 8 Stories (101 Feet) And 18 Stories (218 Feet); Increasing Open Space From Approximately 1.25 Acres To 1.7 Acres For Use As A Private Garden That Is Generally Open To The Public Subject To Reasonable Restrictions Determined By The Property Owner; Prohibiting Any Discretionary Architectural Review; And Reducing Graywater Use Requirements?	Yes
	No

NOTICE IS FURTHER GIVEN that pursuant to Article 4, Chapter 3, Division 9 of the Elections Code of the State of California, the legislative body of the City, or any member or members thereof authorized by the body, or any individual voter or bona fide association of citizens, or any combination of voters and associations, may file a written argument, not to exceed 300 words in length, accompanied by the printed name(s) and signature(s) of the *author(s)* submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers *who is the author of the argument*, for or against the City measure.

NOTICE IS FURTHER GIVEN that, based upon the time reasonably necessary to prepare and print the arguments and sample ballots for the election, the City Clerk has fixed **Wednesday, August 2, 2016**, during normal office hours, as posted, as the date after which no arguments for or against the City measure may be submitted to the clerk for printing and distribution to the voters as provided in the Article 4. Arguments shall be submitted to the City Clerk, accompanied by the printed name(s) and signature(s) of the author(s) submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers who is the author of the argument, at the City Hall, Beverly Hills, California. Arguments may be changed or withdrawn until and including the date fixed by the City Clerk.

NOTICE IS FURTHER GIVEN that the city council had determined that rebuttal arguments, not to exceed 250 words in length, as submitted by the authors of the opposing direct arguments, may be filed with the clerk, accompanied by the printed name(s) and signature(s) of the *author(s)* submitting it, or if submitted on behalf of an organization, the name of the organization, and the printed name and signature of at least one of its principal officers *who is the author of the argument*, not more than 10 days after the final date for filing direct arguments.

NOTICE IS FURTHER GIVEN that any ordinance, impartial analysis, or direct argument filed under the authority of the elections code will be available for public examination in the clerk’s office for not less than 10-calendar days from the deadline for the filing of the arguments and analysis(es). Any rebuttal argument filed under the authority of the elections code will be available for public examination in the clerk’s office for not less than 10-calendar days from the deadline for filing rebuttal arguments.

BYRON POPE, MMC
CITY CLERK

briefs cont. from page 4

Public Works Commission meeting July 14, the city has even bigger plans for the reservoir, which was taken out of service in 1986.

“We are currently in the process of putting out an RFP [Request for Proposal] for a non-potable water delivery system from this reservoir, so we’re going to be designing a conveyance system that would then take it to parks, and then also create the distribution system that complies with the [Los Angeles County Department of Public Health],” Rhay said.

Construction of a temporary reservoir liner is anticipated to begin in August and last four months. Built in 1927, the Cabrillo Reservoir was capped due to groundwater seepage.

“My understanding is that this water is outstanding water –it’s pretty darn close to being potable, according to [Public Works Services Director] George [Chavez],” said Commissioner Jerrold Felsenthal.

Tree watering on Parcel 13 started Wednesday

In an email last week, Beverly Hills Community Services Director Nancy Hunt-Coffey announced the city had finished trimming the Eucalyptus trees along the south side of parcel 13. The city began watering the trees Wednesday.

Located in the area between Santa Monica Boulevard and Civic Center Drive, parcels 12 and 13 total five acres and are owned by developer Lyn Konheim. The lots were stripped of their trees November 21 and 22, without notification to neighboring residents, businesses and the Department of Toxic Substance Control (DTSC).

The cutting on the 22nd coincided with the weekly Farmers Market, which takes place Sundays on Civic Center Drive. In the months following the incident, residents frustrated with the way the city conducted the process spoke out at Council meetings. Their concerns focused on the possibility that market goers were exposed to toxic fumes after the trees were removed from the arsenic-laced soil.

“Given the drought and lower-than-average rainfall, we intend to water the Eucalyptus trees situated in the southern section of Parcel 13 adjacent to Civic Center Drive on a weekly basis,” Hunt-Coffey wrote in the email.

Hunt-Coffey explained that water will be applied at a rate that does not produce run-off or erosion.

“Out of an abundance of caution, the city will have an environmental hygienist onsite the first day of watering to ensure that best practices are established,” Hunt-Coffey wrote.

Metro community meeting tonight

A community meeting intended to inform residents about the development of the Metro subway station proposed for the northeast corner of Wilshire and La Cienega boulevards will be held July 21 from 6:00 p.m. to 8:00 p.m. at the

Petersen Automotive Museum.

The Petersen Automotive Museum is located at 6060 Wilshire Blvd. at Fairfax. Validated parking will be available.

PACT asks residents to support BHPD

On behalf of the Beverly Hills Police and Community Together (PACT), Southwest Homeowners Association President Ken Goldman and Lori Goldman are asking residents to provide and serve breakfast and dinner at morning and evening BHPD roll calls.

“The recent horrendous deaths of five heroic police officers in Dallas have reminded us once again how grateful we, the residents of Beverly Hills, are for our excellent police department,” the Goldmans wrote in an email last week.

The Goldmans were among the founders of PACT, which was formed almost 20 years ago.

“We believe that there is no better time for the residents and businesses of Beverly Hills to come together again and show our heartfelt support for our BHPD,” the Goldmans wrote.

Email goldmanlori@sbcglobal.net if you would like to provide and serve breakfast at 6:00 a.m. roll call or dinner at 6:00 p.m. roll call.

All-Bruin picnic at Roxbury Park July 30

UCLA Bruin Professionals of every age and from every part of Los Angeles will gather at Roxbury Park July 30 from 3:30 p.m. to 7:00 p.m. for games and a picnic. There will be pizza, salad, soda and Diddy Riese cookies, and attendees are encouraged to bring blankets and chairs for lounging.

Tickets are \$20 for Bruin Professionals members and spouses, and \$30 for non-members. Entry is free for kids 12 and under.

Contact admin@bruinprofessionals.com for more information.

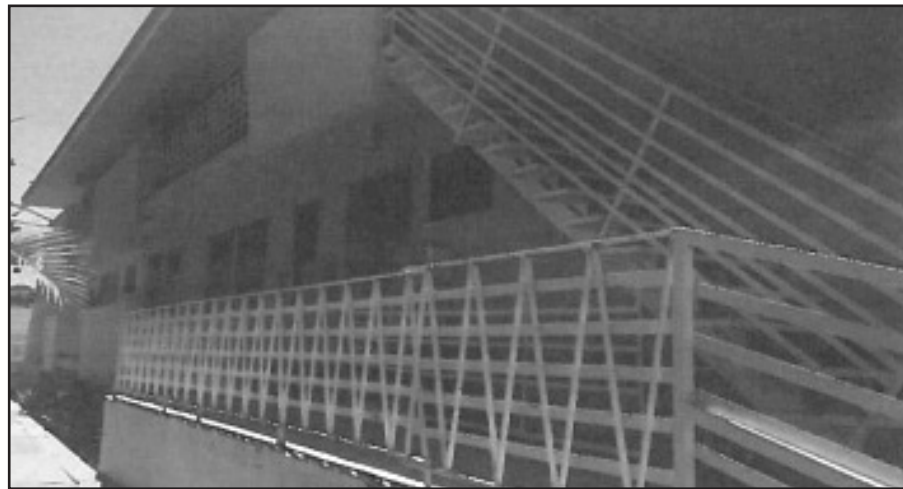
Beverly Hills unveils Dali exhibit at Two Rodeo Drive

The first and largest outdoor showcase in the United States of Salvador Dali sculptures was recently unveiled at Two Rodeo Drive. Comprised of 12 iconic sculptures, the exhibition is presented by Two Rodeo Drive and Galerie Michael, with a sponsorship from the Conference & Visitors Bureau.

The collection highlights Dali’s three-dimensional bronze monumental sculptures. Loaned by the Stratton Institute, the pieces will be on display until September 23.

Over the duration of the exhibition, Galerie Michael will offer complimentary docent tours of the collection on Saturdays from 10 a.m. to 4 p.m. and Sundays 11 a.m. to 3 p.m.

The exhibit is also working with Operation Smile, an international non-profit medical organization dedicated to improving the health and lives of children in developing countries with access to surgical care for those born with cleft lip,



328 South Rexford Drive

Cultural Heritage Commission nominates Rexford Dr. property for landmark designation

A mid-century, eight-unit apartment building located at 328 South Rexford Drive was nominated for landmark designation by the Cultural Heritage Commission at their July 13th meeting.

“I believe [the apartment building] retains substantial integrity from its period of significance,” said Commission Vice Chair Noah Furie.

Constructed in 1956, the two-story structure was architect Jules G. Salkin’s second apartment endeavor. The Commission briefly touched upon Salkin’s checkered past: in 1968, he was indicted for defrauding the U.S. Small Business Administration of \$445,000, and later for tax evasion.

“Just because he has a little bit of a sordid past, should that not mean we still recognize his involvement and his work?” said Commission Chair Rebecca Pynoos.

The Commission supported naming the structure “Salkin Apartment Building No. 2.”

Later, the Commission initiated landmark proceedings for a Spanish Colonial Revival residence located at 1119 San Ysidro Drive, meaning the property will undergo thorough historical analysis before it is brought back for formal consideration.

Built in 1927, the single-family home was designed by architect Stephen Gooson.

“[Gooson] was nominated for five Academy Awards as an art director and a designer, and that’s sort of a legacy we have throughout the city,” Pynoos said.



cleft palate or other facial deformities. Donations raised during the exhibition, which is free to the public, and a percentage of sales from purchased sculptures will benefit Operation Smile.

For more information on *Dali Exhibit at Two Rodeo Drive* please visit: www.tworodeo.com or follow #Dali2Rodeo.

Theatre 40 to preview new season July 30

Beverly Hills’ professional theatre company, Theatre 40, will present a preview of its new season at Westwood Public Library July 30 at 1:00 p.m. Actors will perform readings of scenes from upcoming plays and attendees will have the chance to learn about Theatre 40’s special events and classes.

Admission is free and reservations are not required. Westwood Public Library is located at 1246 Glendon Avenue, Los Angeles, CA, 90024.

Noell to style July 29th awards banquet

Noell, a fashion boutique based in downtown Los Angeles, will be styling the 7th Annual Awards Banquet honoring men and women in uniform on July 29 at 5 p.m. at the Cerritos Sheraton Hotel, located at 12725 Center Court Drive.

In addition to providing the garments for the fashion show, Noell will style the female entertainers and hosts.

Nicole Younesi is the marketing manager of Noell, which offers the largest collection of women’s evening and cock-

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tail attire on the West Coast. The store is located at 1401 Santee Street.

For more information on the event call (310) 871-9607.

Paley Center presents evening with Ray Donovan

The Paley Center for Media will present *An Evening with Ray Donovan* on July 26 at 7:00 p.m. at the Paley Center's Beverly Hills location.

Now in the midst of its fourth season, *Ray Donovan*, Showtime Network's cinematic noir, explores the complicated dynamic of the Donovan family as Ray further faces his own tortured past.

The show's cast, which includes Emmy- and Golden Globe-Award nominee Liev Schreiber, will take the Paley Center stage for the first time for an intimate screening and panel conversation. Participants are subject to change. For more information and panel updates, visit paley.me/raydonovan.

The Paley Center for Media in Beverly Hills is located at 465 North Beverly Drive.

City to hold National Night Out celebration August 2

Beverly Hills will host its annual National Night Out event August 2 from 6 p.m. to 9 p.m. on Rexford Drive in front of City Hall.

This year's activities include a social media booth, food trucks, water conservation tips and disaster, health and safety information. Attendees will also have the opportunity to meet BHPD Chief Sandra

Spagnoli.

National Night Out began in 1984 as an effort to promote neighborhood camaraderie, police-community partnerships and involvement in crime prevention activities. The National Night Out program takes place annually, on the first Tuesday of August.

Parking is available in the Rexford Drive and Crescent Drive structures. For more information, please contact bhpdinfo@beverlyhills.org.

2016 Hero Awards on August 27

The 2016 HERO Awards honoring leaders in the LGBT community will recognize State Controller Betty Yee, former County Supervisor Yvonne Burke and newly appointed California Superior Court Judge Dean Hansell on August 27 at 2:00 p.m.



Yvonne Burke

Tickets are \$50. RSVP at info@stonewallyoungdems.org. The event will be held at the home of Erika and Spike Feresten, located at 20 Oakmont Drive, Los Angeles.

Open call to residents for Fine Art proposals

The City of Beverly Hills and the Fine Art Commission are inviting residents to

recommend fine artwork for consideration of purchase and to become part of the City's Public Art collection. Fine art for consideration must be, or will be, created by an established artist. An established artist shall mean a professional artist who derives his or her income primarily from his or her work as an artist and is accepted and recognized in the field of fine art, internationally or nationally.

Every year, the Fine Art Commission recommends to the Council a piece of art to be purchased and displayed using Fine Art Funds. It is the Fine Art Commission's mission to acquire and accept fine art that promotes the city's cultural image, enhances citizens' cultural experiences, provides diversity in artists and artwork and assures art is accessible to everyone. The Fine Art Fund was established using monies from developers' fees earmarked for the acquisition, installation, maintenance and display of art for public enjoyment.

Beverly Hills is home to over 60 pieces of public art on display in its parks, buildings and other public spaces. Providing public art is a priority to the City of Beverly Hills and it demonstrates the City's commitment to cultural responsibility and support of the arts.

For more information on documentation needed to support the artist's stature and to submit recommendations, visit: www.beverlyhills.org/artforconsideration. Submissions will be reviewed by the Fine Art Commission and notification to applicants will be made for art that will be considered.

--Briefs compiled by Mina Riazi

Seton Hall Chooses BHHS Alumnus as Women's Tennis Coach

Riza Zalameda, a 2004 Beverly High graduate, has been appointed women's tennis coach at Seton Hall, the South Orange, New Jersey-based university announced Wednesday.

Zalameda spent the past four years as an assistant coach at Columbia, helping lead the Lions to two NCAA tournament berths.

Zalameda succeeds Greg Wyzkowski, who resigned in May after nine seasons as the Pirates coach. Zalameda inherits a team that was 10-11 last season, including a 3-5 record in Big East Conference play.



Riza Zalameda

Zalameda was selected as the N C A A tournament's Most Outstanding Player in 2008 when she helped lead UCLA to its first NCAA women's tennis championship. She also teamed with Tracy Lin to win that year's NCAA doubles championship.

Zalameda helped lead Beverly High to Southern Section championships in 2000 and 2001.

--Sports compiled by Steven Herbert

detention&arrestsummary

Beverly Hills Weekly received the information that appears below from the Beverly Hills Police Department. This information is released each week to the public. We assume no responsibility for errors or omissions in the Detention and Arrest Summary.

SILVA-COBOS, JOHNNY BRIAN, 19, of Chatsworth arrested on 7/11/2016 for possession of meth/etc. and possession of drug paraphernalia.

FARMER, VINCENT, 58, of Los Angeles arrested on 7/11/2016 for public intoxication.

BEARD, RICHARD JAMES, 40, of Beaumont arrested on 7/12/2016 for defrauding innkeeper, etc.—obtaining food, fuel services and accommodations.

DURR, LAURENCE DIMITRIAS, 27, of Los Angeles arrested on 7/12/2016 for resisting or threatening officer, assaulting peace officer/fireman/emergency tech, etc., resisting or obstructing public officer and throwing matter on highway.

AL A GELY, OMAR, 27, of San Francisco arrested on 7/12/2016 for resisting, delaying or obstructing any public officer, peace officer or emergency officer.

SIGANOFF, NINO ANTHONY, 31, of Arcadia arrested on 7/13/2016 for outside misdemeanor warrant.

BASS, DAVID LEE, 32, of Methuen arrested on 7/13/2016 for outside infraction warrant, resisting or obstructing public officer and possession of drug paraphernalia.

BUTLER, DOMINIC MARCELLAS, 23, of Moreno Valley arrested on 7/13/2016 for falsely reporting planting of bomb.

HAHN, PABLO GUSTAVO, 56, of Beverly Hills arrested on 7/13/2016 for possession of meth/etc.

HAYNES, CHISLEY, 33, of Los Angeles arrested on 7/13/2016 for assault on peace officer/fireman/emergency tech, etc., engaged in performance.

MANCINI, MARSHA FABIANA, 32, of

Arcadia arrested on 7/14/2016 for driving under the influence of alcohol.

PIKROKARN, MARCUS FOSTER, 27, of Los Angeles arrested on 7/14/2016 for BHPD arrest warrant—felony.

RODRIGUEZ, RICHARD ANTHONY, 25, of Moreno Valley arrested on 7/14/2016 for indecent exposure.

SARNOWSKA, LAMAR, 36, of Los Angeles arrested on 7/15/2016 for driving under the influence of alcohol.

LEMLE, PERNESIA LAMAR, arrested on 7/15/2016 for commercial burglary, possessing forged drivers license or identification card and getting credit using other's ID.

MA, WEIXIONG, 22, of Beverly Hills arrested on 7/16/2016 for possession of meth/etc., possession of drug paraphernalia and outside felony warrant.

DINKINS, TRAVIS DAVID, 28, of Los Angeles arrested on 7/16/2016 for robbery.

MEYMARYAN, ASHOT, 31, of Glendale arrested on 7/16/2016 for possession for sale—marijuana.

DEBARTOLO II, HANSEL M, 34, arrested for refusing or failing to leave land, real property or structure of another.

RAKE, DAVID NORMAN, 49, arrested on 7/17/2016 for possession of meth/etc.

KAPLAN, STEVEN GREGOREY, 54, of Los Angeles arrested on 7/17/2016 for defrauding innkeeper, etc./obtaining food, fuel services accommodations and metal knuckles.

CAPALBY, FRED MIACHEL, 47, of Claremont arrested on 7/08/2016 for driving unlicensed upon highway, driving under the influence of blood alcohol over .08 and driving under the influence of alcohol.

ROMEROZAVAVLA, NOE, 26, of Los Angeles arrested on 7/08/2016 for driving unlicensed upon highway.

BROOM, DARRIN TROY, 47, of Beverly Hills arrested on 7/09/2016 for residential burglary.

STRAUSS, ADAM GABRIEL, 33, of Beverly Hills arrested on 7/09/2016 for public intoxication.

coverstory

TOUR(ISM) DE FORCE

CVB Board of Directors Chair Todd Orlich on attracting visitors to Beverly Hills

By Mina Riazi

When we first spoke to you in issue #775, you had just started as General Manager of Montage Beverly Hills. Tell us about the experience so far.

It's been an incredible, life-changing experience for me and my wife [Victoria]. We love living in the city: great restaurants, beautiful galleries [and] the best shopping in the world, but I found what's most inspiring about living here is the people that we've had an opportunity to meet and get to know. I've just never been part of a community that has so many people that care about it so deeply.

How did you become involved with the Conference and Visitors Bureau?

They'd ask me to consider it upon my arrival here. As you may know, all the hotel general managers are very involved in the Visitors Bureau, and have been for many years. The least I could do was offer my support to their great work right as soon as I got here; I found that the Board, especially, is really extraordinary. Even though we're competitors for some of the same guests, the amount of cross support to each hotel provided by all the general managers is really amazing. I think we're all looking for the better good of the city, whether it's putting together Chinese New Year [or] some of the sales missions that we do to New York, Chicago [and] San Francisco, everybody is extremely involved. When you're working with each other on those activities, it doesn't matter what hotel you work with, we're all working for the common good of the city.

How does your role at Montage give you special insight into what it means to attract visitors to Beverly Hills?

I think the biggest thing that a general manager can add is the voice of the luxury customer—we're speaking to them every day, we're hearing from them the things they love [and] the things that we could have done better. We also hear the guests' passions for other cities and other locations around the world, and so we're able to bring that voice to the Visitors Bureau so that our collateral,

marketing and digital efforts can reflect the current ultra-luxury customer.

It's about reminding them of everything we have to offer: the fantastic weather, the shopping, the restaurants, the galleries. But [it's also] remembering that for customers overseas, you're competing with Paris, London [and] Sao Paulo, Brazil. What we have to offer is very special, but there are a lot of great places around the world. I believe Beverly Hills is the finest, so it's about reminding them of that, and to do it, the CVB provides us with the tools to be able to communicate effectively—whether it's the digital platform, such as the "Love Beverly Hills" website, or the great photography showcased in the city or *The [Definition] of Luxury* book they came out with that allows us to speak specifically about what makes the city special.

Tell us about the CVB's upcoming events.

I think the most notable is the New York sales mission that we're going to be [holding] at Le Bernardin. We'll be hosting over a 100 of the most high-end travel professionals and we will be promoting the incredible destination of Beverly Hills. The CVB is looking to make their visitor center even more attractive to maximize the space. I think it's going to be about everything from better signage, relocation of existing furniture, building out the display areas and continuing to make that corner of Canon [Drive] and Santa Monica [Boulevard] even more attractive.

In our issue #820 interview with former Board Chair Sal Abaunza, he said, "One of the dynamic things that has happened over the last year is the CVB has actually focused on international business: China, Brazil, the Middle East." What is your strategy for attracting international business?

The international customer that's coming into Los Angeles is incredibly well traveled, and most have traveled to many of the capitals around the world. They're very familiar with the luxury experience. We remind them that Beverly

Hills has everything that they want: it's safe and secure, [has] incredible shopping, lots of places to walk and explore, wonderful restaurants and dining, and of course a collection of the finest hotels in the world combined with the increased international lifts to LAX—in particular, nonstop flights. We believe that we are a destination around the year for people from around the world. And to get the message out involves public relations efforts, digital and traveling to the that part of the world to tell them personally about Beverly Hills, because you have to convince travel agents that we are the right destination for their guests and the best way to do that is face to face.

The Conference and Visitors Bureau split from the Chamber of Commerce several years ago. How has the split impacted the CVB?

The one thing I will say is I'm very impressed at how well the Chamber and the CVB work together for the good of Beverly Hills. Whether it's on branding initiatives, digital initiatives, interactive initiatives [or] PR initiatives, there seems to be a lot of back and forth between both [organizations]. I know there's the Will Rogers Awards that are coming up in October that the Friends of Beverly Gardens Park are putting together, and the Chamber and CVB are working very closely on that.

Who do you enjoy working with on the CVB?

Our CEO Julie Wagner has been particularly passionate about promoting Beverly Hills as a world-renowned icon of sophistication, style and service,

touching every aspect of marketing, media relations, travel and special events. I also admire the work of Mary Saunders De Hoyos, Senior Director of Business Development, and Claire Delacruz Soe, Communications Manager. I'm impressed and inspired by the entire team.

Tell us about your family.

My wife Victoria [and I] have been married for 22 years and our son [Griffin] is heading off to college at George Washington University. We have a daughter, Emily—she just finished high school down in Orange County and [she will be] applying to colleges next year. We live off of Coldwater [Canyon] in the hills. I was the general manager of Montage Laguna Beach. I think there are more similarities than differences between [Los Angeles and Orange County]. Obviously, Los Angeles and Beverly Hills are culturally so deep and rich. We're absolutely in love with downtown Los Angeles and everything that is happening there—I think Los Angeles is undergoing a constant state of evolution.

As Board Chair, what will you be happy

to have accomplished one year from now?

I think if we can continue to expand the market of Beverly Hills, not only in terms of occupancy, but average rate; I think improving the awareness of our incredible hotels and tourism around the world; and lastly, the continued amazing work we do with the community in terms of events, such as Chinese New Year.



Todd and Victoria Orlich

"The international customer that's coming into Los Angeles is incredibly well traveled, and most have traveled to many of the capitals around the world. They're very familiar with the luxury experience. We remind them that Beverly Hills has everything that they want: it's safe and secure, [has] incredible shopping, lots of places to walk and explore, wonderful restaurants and dining, and of course a collection of the finest hotels in the world"

BEVERLY HILLS NATIONAL NIGHT OUT CELEBRATION Tuesday, August 2, 2016 6:00 PM - 9:00 PM



Join our Police, Fire, Library, Community Services, Public Works Departments & Emergency Management to celebrate **“National Night Out”** – for a more prepared and safe community.

Rexford Drive Civic Center

(the street will be closed to traffic, in front of the Fire Department and Library)

Event Highlights:

- ◆ Police Department SWAT & K-9 displays
- ◆ Fire Department display
- ◆ Campfire Songs & Storytelling with Library & Community Services staff
- ◆ Crime Prevention Information
- ◆ CPR display - Beverly Hills CPR
- ◆ Public Works Department display
- ◆ Disaster, Health & Safety information
- ◆ Safe-T-Proof Quake Cottage
- ◆ **Food Trucks & More**



For more information please contact bhpdinfo@beverlyhills.org

P Free Parking
at the Rexford
& Crescent
Public Parking
Structures



The Beverly Hills Chamber of Commerce has endorsed One Beverly Hills



July 12, 2016

Honorable Mayor and City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Honorable Mayor Mirisch and Members of the City Council:

The Beverly Hills Chamber of Commerce writes to you to support the "One Beverly Hills Project" a real estate development located at 9900 Wilshire Boulevard. The Project is currently approved to construct two luxury condominium buildings, one 15 stories high and the other 13 stories. One Beverly Hills seeks to change the entitlement to permit 5 floors of the south condominium building to be converted to a 134 room hotel as well as to implement some other more modest changes to the property, such as the removal of previously planned retail space. One Beverly Hills is currently pursuing these changes through the City's planning process.

We are fully supportive both of the project as a whole as well as the requested adjustments to the original entitlement. One Beverly Hills has engaged in vigorous outreach to the community and has thoughtfully listened to the community's voice, including several presentations to the Chamber of Commerce. Among other benefits, the Project will result in millions of dollars of hotel tax revenue for the City and the Project will include a garden space open to the public. It will also include a hotel rooftop restaurant and bar that is open to the public and which will have sweeping and dramatic views out to the Pacific Ocean.

The Project will add another "feather" to the City's hat, reinforcing the City's image as the luxury capital of the world as well as a destination for world travelers and business men and women.

We have gotten to know the One Beverly Hills team well and are impressed by their commitment to the community and vision for the future. We strongly support the One Beverly Hills Project and encourage the Council to do the same.

A handwritten signature in black ink, appearing to read 'Todd Johnson'.

Todd Johnson
CEO

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One Beverly Hills

www.OneBeverlyHills.com

For more information or to schedule a presentation, please call
(310) 746-5515 or email us at info@OneBeverlyHills.com

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