



City of Beverly Hills

Health and Safety Commission Regular Meeting

April 23, 2012

4:00 PM

**City Hall Room 280-A
455 N. Rexford Drive**

***Enhancing the Health and Safety of
Our Community***

A detailed Commission packet is available for review in the Library and City Clerk's Office.



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least seventy-two hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility. Conference Room 280-A is equipped with audio equipment for the hearing impaired, and is wheelchair accessible.

CITY OF BEVERLY HILLS

City Hall Room 280-A

455 N. Rexford Drive

Beverly Hills, CA 90210

AGENDA

HEALTH AND SAFETY COMMISSION REGULAR MEETING

April 23, 2012

4:00 p.m.

A. ROLL CALL

B. PLEDGE OF ALLEGIANCE

C. COMMISSION MINUTES

- Consideration of minutes of March 26, 2012.

D. ORAL COMMUNICATIONS FROM THE AUDIENCE

At this time, members of the public may address the Commission regarding any items not on the Agenda that are within the subject matter jurisdiction of the Commission. By State law, the Commission may not discuss or vote on items not on the Agenda.

E. REPORT FROM THE CHAIRPERSON

- Mayor's Cabinet Meeting – *(cancelled for the month of April)*.
- Other items of interest.

F. DIRECTOR'S REPORT

- Report from Lewis Hall, Beverly Hills School District Board Member
- Information Only:
 - a) Beverly Hills Asks for Public Input on Bike Route Pilot Program
 - b) Postponement of Wood Roof Outreach Plan to May 21, 2012 Meeting
 - c) Commission Calendar
- Other Items

G. NEW BUSINESS

1. Tobacco Retailer Regulatory Permit Program – Serena Johns
Provides an update on the Tobacco Retailer Regulatory Permit Program.
2. Health and Safety Commission Picture – Pamela Mottice-Muller
Provides information on request for Health and Safety Commission picture for City's website.
3. City's Website Upgrade – Pamela Mottice-Muller
Requests Commissioners' assistance in reviewing current City webpage information to be integrated with new website.
4. Planning for the Community Disaster Stakeholder Summit
Provides updated information on stakeholder summit to be held on April 30, 2012.
5. Report from April 17 City Council Meeting – Pamela Mottice-Muller
Provides information on Commission member item on City Council agenda for April 17, 2012.
6. Future Agenda Items – Pamela Mottice-Muller
Provides information on request for Commissioners' input for future commission agenda items.
7. C.E.R.T. Update – Pamela Mottice-Muller
Provides an update on the reinstatement of the C.E.R.T. training.

H. COMMENTS FROM COMMISSIONERS

Commissioners' brief responses to public comments, questions for clarification, brief announcements, request for information, and brief reports on activities.

I. ADJOURNMENT

CITY OF BEVERLY HILLS
City Hall Room 280-A
455 N. Rexford Drive
Beverly Hills, CA 90210
MINUTES

HEALTH AND SAFETY COMMISSION REGULAR MEETING

March 26, 2012

4:00 p.m.

The meeting was called to order at 4:03 p.m.

A. ROLL CALL

Commissioners Present: Aronberg, Millan, Kopeikin, Landau, Seidel, Vice Chair Setian, Chair Judelson

Commissioners Absent: None

Staff: P. Mottice Muller, A. Tarazon, T. Angel, Sgt. G. Mader

B. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Commissioner Aronberg.

C. COMMISSION MINUTES

MOVED by Aronberg, SECONDED by Landau to approve the minutes of the meeting on February 27, 2012 (6/0)

Ayes: Aronberg, Landau, Seidel, Millan, Vice Chair Setian, Chair Judelson

Noes: None

Absent: None

CARRIED.

D. ORAL COMMUNICATIONS FROM THE AUDIENCE

Councilmember Julian Gold was in attendance and greeted the Commission and staff.

E. REPORT FROM THE CHAIRPERSON

- Mayor's Cabinet Meeting – March 14, 2012.

Chair Judelson reviewed the Health and Safety items which were discussed by other Commissions at the March 14, 2012 Mayor's Cabinet Meeting. Chair Judelson reported on the Community Disaster Stakeholder Summit and the City Council liaison meeting to discuss the number of Commission members for each City Commission. Chair Judelson and Vice Chair Setian recommended that the Health and Safety Commission be kept at seven members due to the extensive amount of outreach the Commission performed, and diverse backgrounds each Commissioner holds.

- Other items of interest.

F. DIRECTOR'S REPORT

Director Mottice Muller announced the change of the Administration Liaison Staff. Staff member Adrienne Tarazon will be the temporary Commission Secretary.

- Information Only:
 - a) Commission Calendar
 - b) Public Health Week April 2 - 8, 2012
 - c) Earth Day Flyer
- Other Items – None

G. NEW BUSINESS

1. NEIGHBORHOOD WATCH PROGRAM

Sgt. Gregg Mader gave an update on the Neighborhood Watch Program and reported the Police Department was pursuing new social media program trends to distribute information to the community that included Twitter, Nixle and Facebook. Sgt. Mader stated he was working with staff and Director Mottice Muller to promote these social media trends, and he would prepare a press release to announce the Police Department's supportive role. Social media updates that would benefit the community included advice, alerts, and messages that reported on significant arrests, crime prevention tips, burglaries, et cetera.

The Commission suggested another National Night Out event as it was successful the year before. Sgt. Mader stated he would speak with his supervisor about holding this event again.

2. HEALTHY EATING ACTIVE LIVING (HEAL) CITY UPDATE

Teri Angel, Recreation Services Manager, presented information regarding the development of a resolution to take to the City Council for approval on April 3, 2012. Ms. Angel asked the Commissioners for additional input and suggestions on the resolution to be incorporated into the list of ways the City supported this initiative. With the City Council's approval, staff would then submit a copy of the resolution to the League of California Cities for recognition for the City of Beverly Hills as a Healthy Eating Active Living City (HEAL).

Chair Judelson thanked Ms. Angel for the draft resolution and all Commissioners stated they approved and supported the resolution.

3. VIDEOTAPING OF FUTURE COMMISSION MEETINGS

Director Mottice Muller announced the new City requirement that all City Commissions must videotape their meetings to be posted with the agenda and minutes on the City's website. This requirement is to start as soon as the staff liaison secretary is trained on the equipment. Director Mottice Muller showed the Commission the examples found on the City's website.

Commissioner Seidel spoke in support of the new requirement, and said viewers would be able to obtain information easily that included healthy living tips and updates on the Health and Safety Commission goals and objectives. Commissioner Seidel also suggested adding a "Did you know?" portion similar to the formal City Council meetings to future agendas for viewers.

Commissioner Aronberg also spoke in support of the new requirement, and suggested possibly involving children somehow on the agenda so viewers of all ages could obtain information from Health and Safety Commission meetings.

4. **PLANNING FOR THE COMMUNITY DISASTER STAKEHOLDER SUMMIT**
Director Mottice Muller gave a follow-up to the Commission on the 2012 Disaster Stakeholder Summit. The theme is "Preparing our Community: Seeking Solutions and Sharing Strengths." Director Mottice Muller stressed the need for the Commissioners' assistance for outreach, and requested that they send out event e-vites to their contacts which included Rotary, the Beverly Hills Chamber of Commerce and medical centers.

Vice Chair Setian announced his plan to walk and conduct door-to-door outreach, and reported he had invited the City of Glendale to attend the event. Commissioner Kopeiken supported reaching out to staff liaisons that worked with the Rotary and Chamber, and stated important stakeholders were involved in both organizations.

Director Mottice Muller stressed the support of outreach to schools, churches, surgery centers, senior housing centers, hotels and faith-based organizations. She also stated postcard invites were sent out to all City businesses, schools and medical buildings. Staff had also visited City tenants, and personally invited the tenants to the summit event. An R.S.V.P. list was established to include names of those who were invited by mail and email.

5. **LA MARATHON UPDATE**

Director Mottice Muller and Commissioner Landau provided updates on the City's involvement in the Los Angeles Marathon including the opening of the Emergency Operations Center. Commissioner Landau stated the event was a success and the alerts, notifications, and updates via social media to the public were very informative and beneficial. Director Mottice Muller also stated the use of the WebEOC program was a great training exercise for staff and volunteers. The event was a success with an Event Action Plan and Emergency Operations Center Action Plan completed.

H. COMMENTS FROM COMMISSIONERS

Vice Chair Setian announced he would be attending the upcoming Police Department Annual "Baker to Vegas Run" on April 21 and 22, 2012.

Director Mottice Muller also announced the "Wood Roof" ordinance and outreach plan would be on the next Health and Safety Commission agenda for discussion. Staff from both Building and Safety and Fire departments would be in attendance to discuss the topic and provide information.

I. ADJOURNMENT

There being no further business, Chair Judelson, with the consent of the Commission, adjourned the meeting at 5:40 p.m.

PASSED, Approved and Adopted

This _____ of _____, 2012

Debra R Judelson, Chair



Office of Communications
City of Beverly Hills
455 N. Rexford Dr.
Beverly Hills, CA 90210-4817
www.beverlyhills.org

For Immediate Release
March 30, 2012
Contact: Therese Kosterman
(310) 285-2456

Beverly Hills Asks for Public Input on Bike Route Pilot Program

Meetings Will Be Held April 11, April 25 and May 9

Beverly Hills, CA – Get those wheels spinning! The public is encouraged to attend any of three meetings on a proposed pilot project to create up to five bicycle routes on Beverly Hills streets. The Traffic and Parking Commission Bicycle Ad-hoc Committee will gather input from the community at evening meetings on Apr. 11 and Apr. 25. The Full Traffic & Parking Commission will hear public comment and consider developing initial recommendations to the City Council on May 9.

The east-west bike routes to be reviewed are on Carmelita Avenue within the city limits; Burton Way between Crescent Drive and Robertson Boulevard; and Charleville Boulevard between La Cienega and South Santa Monica boulevards. The north-south routes to be reviewed are Beverly Drive between Sunset and Olympic boulevards; and Crescent-Charleville-Reeves between Sunset and Olympic boulevards. (See attached map). The bicycle routes would be designated by painted markings and street signs.

After hearing public input, the Traffic & Parking Commission will prepare recommendations to be presented to the City Council at a future City Council meeting. If approved by the City Council, the bike routes would be in place for approximately 12 months, during which time the City would evaluate the impact on residents and businesses.

The Bicycle Ad-Hoc Committee meetings on Wed., Apr. 11 and Apr. 25, 2012 at 7 p.m. will be held in the Public Works Building, 345 Foothill Blvd., Conservation Room. The third meeting on Wed. May 9 at 7 p.m. will be held in City Hall, 455 N. Rexford Dr., Rm. 280-A during a special meeting of the Traffic & Parking Commission.

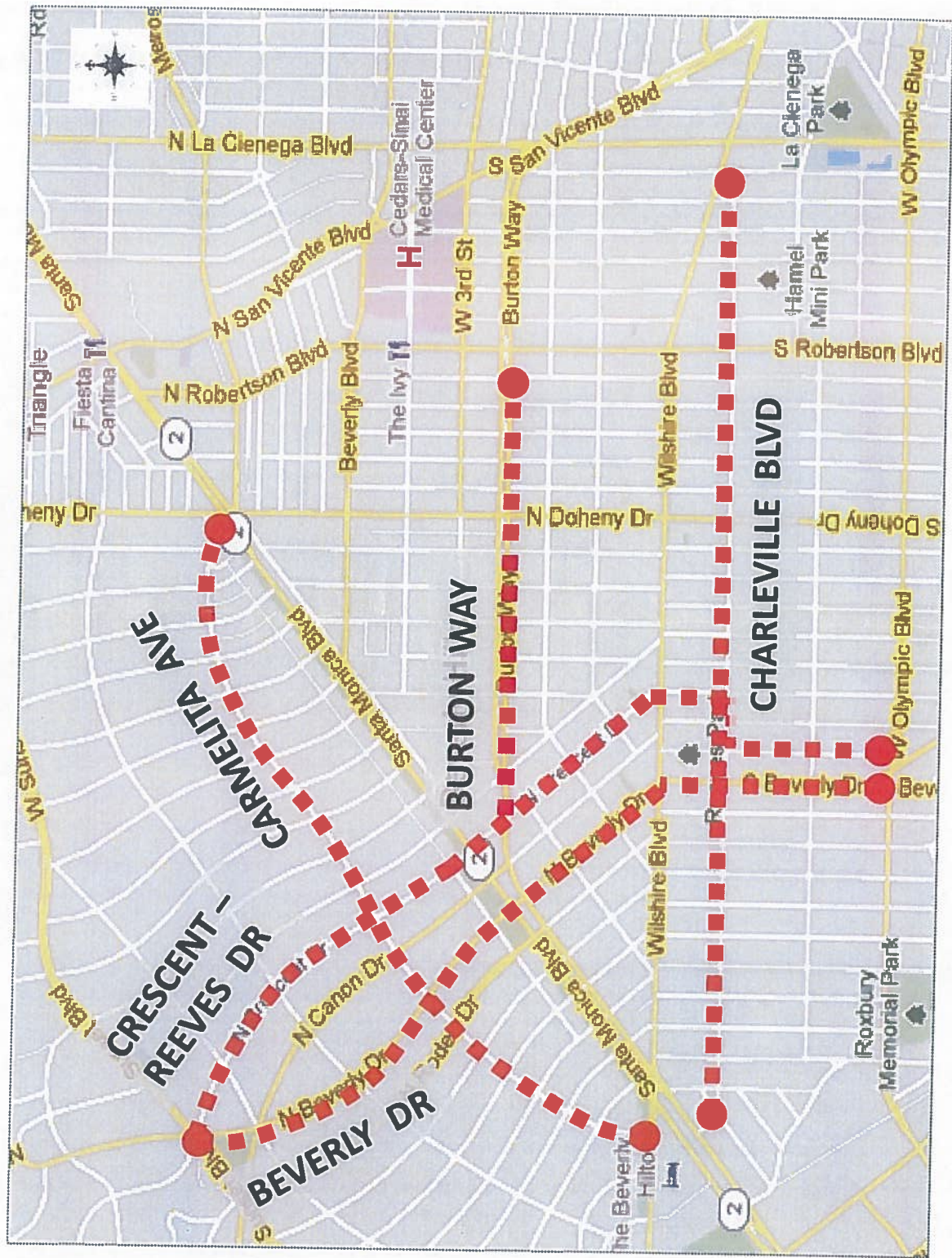


Office of Communications
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Additional information may be accessed on the City's bicycle webpage at
<http://www.beverlyhills.org/bicycles>, or by calling (310) 285-2542.

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CITY OF BEVERLY HILLS
PROPOSED PILOT BICYCLE ROUTES



HEALTH AND SAFETY COMMISSION CALENDAR

Updated: 4/18/12

.APRIL 2012

Day	Date	Time	Meeting/Event	Location	Attendees
Mon	23	4:00pm	Health and Safety Commission Meeting	City Hall 280-A	All
Wed	25	7:00pm	Bicycle Ad-Hoc Committee Meeting	Public Works, 345 Foothill Blvd.	
Mon	30	8am-12pm	Community Stakeholder Summit	Municipal Gallery, City Hall	All

.MAY 2012

Day	Date	Time	Meeting/Event	Location	Attendees
Tues	8	8:45am	Mayor's Cabinet Meeting	City Hall 280-B	DJ
Wed	9	7:00pm	Bicycle Ad-Hoc Committee Meeting	City Hall 280-A	
Sat	12	12:00pm	Fire Service Day	Rexford Drive	
Mon	21	4:00pm	Health and Safety Commission Meeting	City Hall 280-A	All

.JUNE 2012

Day	Date	Time	Meeting/Event	Location	Attendees
Tues	12	8:45am	Mayor's Cabinet Meeting	City Hall 280-B	DJ
Mon	25	4:00pm	Health and Safety Commission Meeting	City Hall 280-A	All

.JULY 2012

Day	Date	Time	Meeting/Event	Location	Attendees
Tues	10	8:45am	Mayor's Cabinet Meeting	City Hall 280-B	TBD
Mon	23	4:00pm	Health and Safety Commission Meeting	City Hall 280-A	All

.AUGUST 2012

Day	Date	Time	Meeting/Event	Location	Attendees
Tues	14	8:45am	Mayor's Cabinet Meeting	City Hall 280-B	TBD
Mon	27	4:00pm	Health and Safety Commission Meeting	City Hall 280-A	All

.SEPTEMBER 2012

Day	Date	Time	Meeting/Event	Location	Attendees
Tues	11	8:45am	Mayor's Cabinet Meeting	City Hall 280-B	TBD
Mon	24	4:00pm	Health and Safety Commission Meeting	City Hall 280-A	All

.OCTOBER 2012

Day	Date	Time	Meeting/Event	Location	Attendees
Tues	9	8:45am	Mayor's Cabinet Meeting	City Hall 280-B	TBD
Mon	22	4:00pm	Health and Safety Commission Meeting	City Hall 280-A	All

.NOVEMBER 2012

Day	Date	Time	Meeting/Event	Location	Attendees
Tues	13	8:45am	Mayor's Cabinet Meeting	City Hall 280-B	TBD
Mon	26	4:00pm	Health and Safety Commission Meeting	City Hall 280-A	All

.DECEMBER 2012

Day	Date	Time	Meeting/Event	Location	Attendees
Tues	11	8:45am	Mayor's Cabinet Meeting	City Hall 280-B	TBD
Mon	17	4:00pm	Health and Safety Commission Meeting	City Hall 280-A	All



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT
MEMORANDUM

To: Health and Safety Commissioners
From: Serena Johns, Management Analyst
Date: April 23, 2012
Subject: Tobacco Retailer Regulatory Permit Program

This is a brief update on the Tobacco Retailer Regulatory Permit Program. The Commissioners will be advised on the status of the two different aspects as it relates to:

- Selling to Minors
- Purchased/Non-purchased permits

Commissioners will be asked to suggest possible means of process improvement prior to a status update being presented to City Council.

Brief History:

Over a five month period, the Health and Safety Commission dedicated their time by exploring options for expanding the city's anti-smoking commitment, particularly as it related to youth and school-age children. On June 3, 2010, with the recommendations provided by the Health and Safety Commission, City Council directed staff to implement a tobacco retailer regulatory permit program by ordinance. The ordinance outlines that all tobacco retailers in the City are required to purchase and visibly display their valid City tobacco retailer permit. The annual permit fee of \$204 includes annual compliance checks of the tobacco retailers by the Police Department.

In November, 2010 the City's Administrative Services Department mailed a letter to tobacco retailers, which provided information on the new tobacco permit and included a payment due date of December 1, 2010. The Police Department began enforcement activities in early 2011.

Status Update:

In 2011, 38 tobacco retailers in the city purchased permits, two did not. Two permit holding retailers sold tobacco to a minor during the police departments undercover "youth decoy operations". The City Attorney's office is currently evaluating the next steps in prosecuting these retailers. In January 2012, 37 tobacco retailers in the City purchased the annual permit, four did not. In April 2012, an updated list was provided to staff of current State of California Board of Equalization licensed tobacco retailers in the City. This list identified an additional nine local retailers that did not purchase a permit. The Customers Services Division within Administrative Services is in the process of informing these retailers of the ordinance and permit requirements.

Next Steps:

Staff in Code Enforcement, Finance, and Policy & Management are discussing process improvements for identifying and notifying new retailers in the City of the ordinance. Staff is also working on creating a more efficient way for site checks to be conducted that ensure retailers are in compliance with displaying their active permits.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Health and Safety Commissioners
FROM: Pamela Mottice-Muller, Director Office of Emergency Management
DATE: April 23, 2012
SUBJECT: Health and Safety Commission Picture

A picture of the Health and Safety Commission will be taken at the April 23, 2012 meeting to be used on the City's website.

There is no further information when meetings will be taped for posting.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Health and Safety Commissioners
FROM: Pamela Mottice-Muller, Director Office of Emergency Management
DATE: April 23, 2012
SUBJECT: City Website Upgrade

The City will be updating the city's webpage. The pages from the old site will be migrated over to the new site.

Commissioners are asked to review the Emergency Management and the Health and Safety Commission portions on the current webpage and provide suggestions, additions, and/or deletions on the content.

This is an opportunity to make enhancements and your help is appreciated.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Health and Safety Commissioners
FROM: Pamela Mottice-Muller, Director Office of Emergency Management
DATE: April 23, 2012
SUBJECT: Planning for the Community Disaster Stakeholder Summit

Below is a follow up to the Health and Safety Commission on the 2012 Disaster Stakeholder Summit:

The following summarizes the Summit:

- to be held on April 30, 2012 8:30 to 12:00,
- the Theme will be "Preparing our Community: Seeking Solutions and Sharing Strengths,"
- there is currently 58 businesses, community organizations (FBO, CMO) including the medical, schools registered and an additional 40 who have verbally said they will attend,
- an example of the giveaway bags and handouts will be provided to the Commission, and
- the final agenda and survey is attached.

At the meeting the Commission should also be ready to discuss and provide input on the following:

- Commissioners attendance and responsibilities on April 30
- Outstanding Issues, Questions.



Disasters Happen! Be Prepared!

Community Disaster Summit

A G E N D A

April 30, 2012

8:30 a.m. – 12:00 p.m.

Hosted by City of Beverly Hills and the Health and Safety Commission

8:30 a.m. – 9:00 a.m.

Introductions

Sign In, Light Refreshments

Welcome: *Mayor Willie Brien M.D.*

Introductions: *Debra Judelson M.D. Health and Safety Commission Chair*

Municipal Gallery

9:00 a.m. – 9:30 a.m.

City's Disaster Response Plan and Expectations

Pamela Mottice Muller, Director Emergency Management

Municipal Gallery

9:30 a.m. – 10:45 a.m.

PANEL DISCUSSION

How to Make Your Business Safer Before the EQ Occurs

Alex & Peter Yanev, Yanev Associates

What to Expect From Your Power Utility

Mark Olson, Edison International Public Affairs

Notification Tools and Information

Huma Ahmed, City of Beverly Hills

What to Do In Case of a Shooter

Sgt. Gregg Mader, Beverly Hills Police

Municipal Gallery

10:45 a.m. – 12:00 pm.

BREAK-OUT SESSIONS

Businesses: Municipal Gallery

Roland De Rocili, Business & Industry Council for Emergency Planning and Preparedness

Faith Based and Community Based

Organizations: Room 280 A

Alix Stayton, Emergency Network of Los Angeles

Schools: Room 280 B

Wendy Milligan, Terra Firma Enterprises

Medical: HR Training Room 3rd Floor

Ryan Tuchmayer Cedars Sinai Hospital & Trevor Rhodes
Community Clinic Association of Los Angeles County

Break
Out
Groups

12:00

City's Emergency Operations Center TOUR

Meet Back In Municipal Gallery

Optional For Those
Interested



Alix Stayton serves as Program Manager of the Emergency Network of Los Angeles. She provides coordination and support to ENLA's board of directors in the implementation of the organization's strategic plan. She has begun developing systems to organize ENLA's data and records. She conducts outreach and recruitment for new members, assists committees in standing up and defining their roles in the organization, and attends conferences and meetings on behalf of the organization. Alix facilitates regular disaster plan development workshops in the various Disaster Management Areas (DMAs) of Los Angeles County, and represents ENLA in the Southern California and National VOADs (Voluntary Organizations Active in Disaster)

Mark A. Olson is the Local Public Affairs Region Manager for Southern California Edison. His areas of responsibility include Beverly Hills, Culver City, Malibu, Santa Monica, West Hollywood, along with the municipal cities of Burbank and Glendale. He is responsible for corporate activities, governmental affairs, business and community organizations as well as other utility issues. He is the past-President of the Westside Council of Chambers of Commerce (an umbrella organization of Chambers of Commerce on the Westside). He also serves on other city and community committees and boards.

Trevor Rhodes serves as the Emergency Preparedness Coordinator for the Community Clinic Association of Los Angeles County (CCALAC.) In this role he acts as the designated Disaster Resource Center for 47 Primary Care Health Center Organizations who operate over 150 individual clinic sites throughout Los Angeles County. His work focuses on building operational readiness for all-hazards emergencies to help foster resilient communities and ensure clinics are able to maintain business operations during emergencies to reduce potential surge on Hospital Emergency Departments

Wendy Milligan, Terra Firma Enterprise's president, has worked in the emergency management field since 1988. Part of her career was spent as the Assistant Director of Ventura County Sheriff's Office of Emergency Services. Currently, Wendy consults with special districts, cities, counties, state and federal governments and assists them with their emergency management programs. She has written over 60 emergency operations plans, designed and directed more than 50 emergency management exercises and trained thousands of emergency managers in Emergency Operations Center procedures, the National Incident Management System and the Standardized Emergency Management System.

Roland De Rocili, a member of the Business & Industry Council for Emergency Planning & Preparedness (BICEPP) Board of Directors since 2002, has over 33 years of experience in emergency services, with responsibilities for coordination and management of emergency response, crisis management, and business recovery planning. Roland's experience has been within the banking, healthcare, aerospace and energy industries. He has been a member of BICEPP since 1999, and is also a Past President of this non-profit corporation. Roland has a Bachelor of Science degree in Business and Management from the University of Redlands, is a Certified Business Continuity Planner, and is a candidate for CEM certification.

Sergeant Gregg Mader, a police officer of 16 years, was promoted to the rank of Sergeant in 2006. Sgt. Mader initially began his career in law enforcement with the Los Angeles Police Department (LAPD), and is a former Field Training Officer, Special Weapons and Tactics (SWAT) team member, and SWAT sniper and defensive tactics instructor. Sgt. Gregg Mader is currently an officer of the Beverly Hills Police Department (BHPD) where he is assigned to the Traffic Division. He is responsible for the BHPD TASER Program, Crisis Negotiation Team, Explorer Program, Photo Red Light Enforcement Program, and Social Media Program.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Health and Safety Commissioners
FROM: Pamela Mottice-Muller, Director Office of Emergency Management
DATE: April 23, 2012
SUBJECT: Report from April 17 City Council Meeting

Provides an update on the City Council request on April 17, 2012 to make a decision on the status of maintaining the Health and Safety Commission as seven members or reducing it to five members.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Health and Safety Commissioners
FROM: Pamela Mottice-Muller, Director Office of Emergency Management
DATE: April 23, 2012
SUBJECT: Future Agenda Items

Please provide input on future agenda items, possible speakers, or subject matters that you may want to discuss in the future.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Health and Safety Commissioners
FROM: Pamela Mottice-Muller, Director Office of Emergency Management
DATE: April 23, 2012
SUBJECT: C.E.R.T. Update

Staff will provide an update on the reinstatement of the Community Emergency Response Team (C.E.R.T.) training.