



CITY OF BEVERLY HILLS
Room 280A
455 North Rexford Drive
Beverly Hills, CA 90210

**HUMAN RELATIONS COMMISSION
REGULAR MEETING MINUTES**

November 16, 2017
9:00 a.m.

MEETING CALLED TO ORDER

Date/Time: November 16, 2017 / 9:03 a.m.

PLEDGE OF ALLEGIANCE

Police Sergeant Sean Smollen led the Pledge of Allegiance.

ROLL CALL

Commissioners Present: Saleh, Popovich Levyn, Blumenfeld, Vice Chair Berman,
Chair Friedman

Commissioners Absent: None

Staff Present: James R. Latta, Rachel L. Evans, Linda Kyriazi

COMMUNICATIONS FROM THE AUDIENCE

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.

None.

APPROVAL OF AGENDA

Chair Friedman approved the agenda as presented with the exception of Item #7, Beverly Hills Ambassador Program, will move up to not keep presenter waiting.

CONSENT CALENDAR

1. Consideration of Minutes of the Regular Meeting of October 19, 2017.

MOTION by Berman, SECONDED by Popovich Levyn to approve the Meeting Minutes. (5/0)

AYES: Saleh, Popovich Levyn, Blumenfeld, Berman, Friedman

NOES: None

ABSENT: None

ABSTAIN: None

CARRIED

REPORTS FROM PRIORITY AGENCIES

Beverly Hills Unified School District

Vice President Lisa Korbatov provided an update to the Commission.

Beverly Hills Police Department

Police Sergeant Sean Smollen provided an update:

- Neighborhood Watch Program: if residents are interesting in organizing a Neighborhood Watch, please contact Sergeant Smollen at: 310-288-2668 or email ssmollen@beverlyhills.org
- Social Media Platforms to stay involved: Facebook, Instagram, Twitter and Nixle (an emergency-based text communication). Text: bevhillspd to 888777 to sign up for Nixle updates.
- An additional free application for smart phones for the Police Department will be available soon.

CONTINUED BUSINESS

2. Tenant Landlord Forum

Since October 15, 2015, 59 Tenant Landlord Dispute Forms have been submitted as part of the HRC's Tenant Landlord Forum. Human Services staff has seen a significant reduction in calls following the hiring of customer service staff assists tenants and landlords with the new rental registration process. The Rental Registration Customer Service team can be reached at (310) 285-1031.

The Tenant Landlord Rights and Responsibilities Handbook (Revised 10/09/17), is available in hard copy at City Hall from the offices of the Community Development Department, Community Preservation Division, Community Services Department and online at www.beverlyhills.org/BHrent.

3. Rent Stabilization Update

Community Development was tasked with the implementation of the Rental Registry. Initially, landlords were required to complete the rental registry forms by August 23, 2017, but the deadline was later extended to September 22, 2017. On this form, landlords reported the current rent being collected for each of their units among other basic information. At the time of this report, 79% of landlords have completed the registry process. Once registrations were received by the City, tenants were then asked to verify the rent amounts by October 27, 2017. To date, there have been 70 appeals of the rent amount reported to the City by the landlord. Nearly all of which were administratively handed without being referred to a hearing.

Several part time Customer Service Representatives (CSR) were hired to answer questions and help landlords complete rental registry forms. Last month, additional CSRs were hired and first round interviews for the Management Analysts occurred. The City is still working toward the deadline of January 24, 2018 to have all registry forms completed and certified. Other issues to consider are hiring experts to advise Council on the economic impact of Rent Control, the development of more restrictive habitability standards and the formation of a hearing/mediation board. Susan Healy-Keene, Director of Community Development is scheduled to provide an update to City Council on November 21, 2017.

4. Human Relations Commission Work Plan Update

Until the Commission has their annual work plan priority exercise in January of 2018, Staff will focus on the following priorities:

- 1) Rethinking the Tenant Landlord Forum component
- 2) Beverly Hills Ambassador Program
- 3) Acts of Kindness Program

The Commission completed their October/Civility Month priority. Per protocol, the Commission is encouraged to always have two active priorities and one pending priority in the planning stage.

MOTION by Berman, SECONDED by Friedman to include the upper school bullying prevention video contest at January's work plan priority exercise. (5/0)

AYES: Saleh, Popovich Levyn, Blumenfeld, Berman, Friedman

NOES: None

ABSENT: None

ABSTAIN: None

APPROVED

5. Random Acts of Kindness

At the October 16, 2017 meeting, the Commission approved the Ad Hoc recommendation to pilot a new program where HRC Commissioners pass out a Kindness Card recognizing an observed act of kindness, as well as a City of Beverly Hills kindness pin. The Commission also expressed interest in celebrating Random Acts of Kindness Week on February 11-17, 2018. The Ad Hoc suggested that the entire community celebrate and participate in an act of kindness. The February HRC meeting falls on Thursday, February 15, in the middle of the celebratory week.

The Ad Hoc made changes to the Kindness Card per the feedback received at the October Commission meeting. There are several options for text on the back of the card, including the Civility Statement, a mission for the Random Acts of Kindness Program or general information about the Human Relations Commission. For additional branding and promotion of the Kindness program, the Ad Hoc came up with the following options for a Beverly Hills Shield Kindness pin. A pin with this logo costs approximately \$190 for 100, \$340 for 200 and \$450 for 300.

Staff recommends that the distribution of the kindness cards begin with a pilot program, led by Commissioners, before involving Park Rangers and Ambassadors. A benefit of starting small is the HRC will have the opportunity to identify any concerns and/or feedback before the program reaches the entire community. Another means to promote the Random Acts of Kindness program is to create a Kindness Public Service Announcement (PSA) from the Commission. If interested in this type of promotion, staff can work with the City Cable to produce a PSA about kindness from the Commission for the community.

After rolling out the pilot program, the Ad Hoc recommends planning and promoting *Kindness Week* in February of 2018. The week would be promoted by banners and posters in key areas of the City, and would include activities and community involvement. Suggestions for City Kindness activities include an HRC Kindness booth at the Farmer's Market (Sunday) with possible *tree of kindness* community activity, themed Walk with the Mayor and booth with Kindness branded giveaways (Monday), Library programming (e.g. kindness themed books read at story time, bookmarks, and possible art projects). All of the marketing and promotional materials will have branding that is carried through all of the mediums (posters, signs, pins,

cards, etc.). With clear direction and commitment from the entire Commission, staff will request a meeting with the City Council Liaisons for consideration of the proposed Random Acts of Kindness Program.

The Commission agreed to keep the front of the Kindness Card as it. The Commission will submit their suggestions for the information on the back of the card to staff by end of day Monday, November 20.

Staff will send to the Commission the agreed upon renderings of the Team Beverly Hills style pin for the Commission to review in addition to providing the cost.

MOTION by Saleh, SECONDED by Popovich Levyn motion to proceed with Kindness Week beginning February 11 – 17, 2018. (5/0)

AYES: Saleh, Popovich Levyn, Blumenfeld, Berman, Friedman
NOES: None
ABSENT: None
ABSTAIN: None
APPROVED

NEW BUSINESS

6. 2018 Beverly Hills Homeless Count

Human Services Specialist Rachel Evans updated the Commission on the 2018 Beverly Hills Homeless Count scheduled for January 24, 2018 from 8pm to 1am at Beverly Hills City Hall. Participants will include: Community members, City Staff, the CLASP Team, the Police Department and the Ambassadors.

Per the Los Angeles Homeless Services Authority (LAHSA), the purpose of the count is to:

- Inform the state of California of homelessness in Los Angeles
- Bring vital Community Resources
- Drive engagement

In 2017, Beverly Hills volunteers counted 22 homeless individuals within the City's seven census tracts. In 2016, volunteers counted 14 homeless individuals, and 29 in the 2015 Beverly Hills Homeless Count. Although the number of homeless individuals in Beverly Hills increased from 2016 to 2017, it is important to note that homelessness in Los Angeles County increased by 23% between the 2016 and 2017 Counts.

Volunteers can register at: www.theycountwillyou.org

STATUS REPORTS

7. Beverly Hills Ambassador Program

Operations Manager Kris Zagya updated the Commission:

- September 1, 2017 the program went to 24 hours a day, 7 days a week.
- Since 2015, safety and hospitality have improved and homelessness has gone down.
- Camping has increased which it does during the winter months.
- Additional services added: Beverly Canon bus stop, School Safety, Rodeo Bistro and B.O.L.D. Programs.
- Smoking Regulations statistics are being recorded.

- Losing staff to jobs that pay higher wages

With increased hours and responsibilities, the Commission supports discussion on increased funding. Staff to provide national average of salary of same programs at December's Commission meeting and Mr. Zagya to provide a formal request or proposal with the necessary information.

COMMUNICATIONS FROM STAFF

8. Administrator's Report Calendar for 2017 – 2018 Regular Meetings

Human Services Administrator James R. Latta updated the Commission on the following items:

- October 17, 2017, Recognition of 2017 Embrace Civility Award and Bullying Prevention Video contest winner by City Council.
- October 24, 2017, Presented Beverly Hills Ambassador Update to the Recreation and Parks Commission.
- November 1, 2017, Ranger Team Training on *The Dos and Don'ts of Interacting with Patrons Affected by Mental Illness*.
- November 4 - 5, 2017, The City's Metropolitan Water District Trip. Commissioners Popovich Levyn, Blumenfeld and Saleh attended and provided an update.
- November 7, 2017, Get To Know Your City event with BH Chamber.
- Metro Purple Line Extension-Wilshire/La Cienega-17 weekend closures from September 2017 through February 2018.
- 2017- 2018 Commission calendar. Chair Friedman will not be able to attend the December Commission meeting.

9. Overview of Current and Pending Agenda Items Reviewed.

ADJOURNMENT

November 16, 2017 at 11:50 a.m.


Jerald Friedman, Chair