

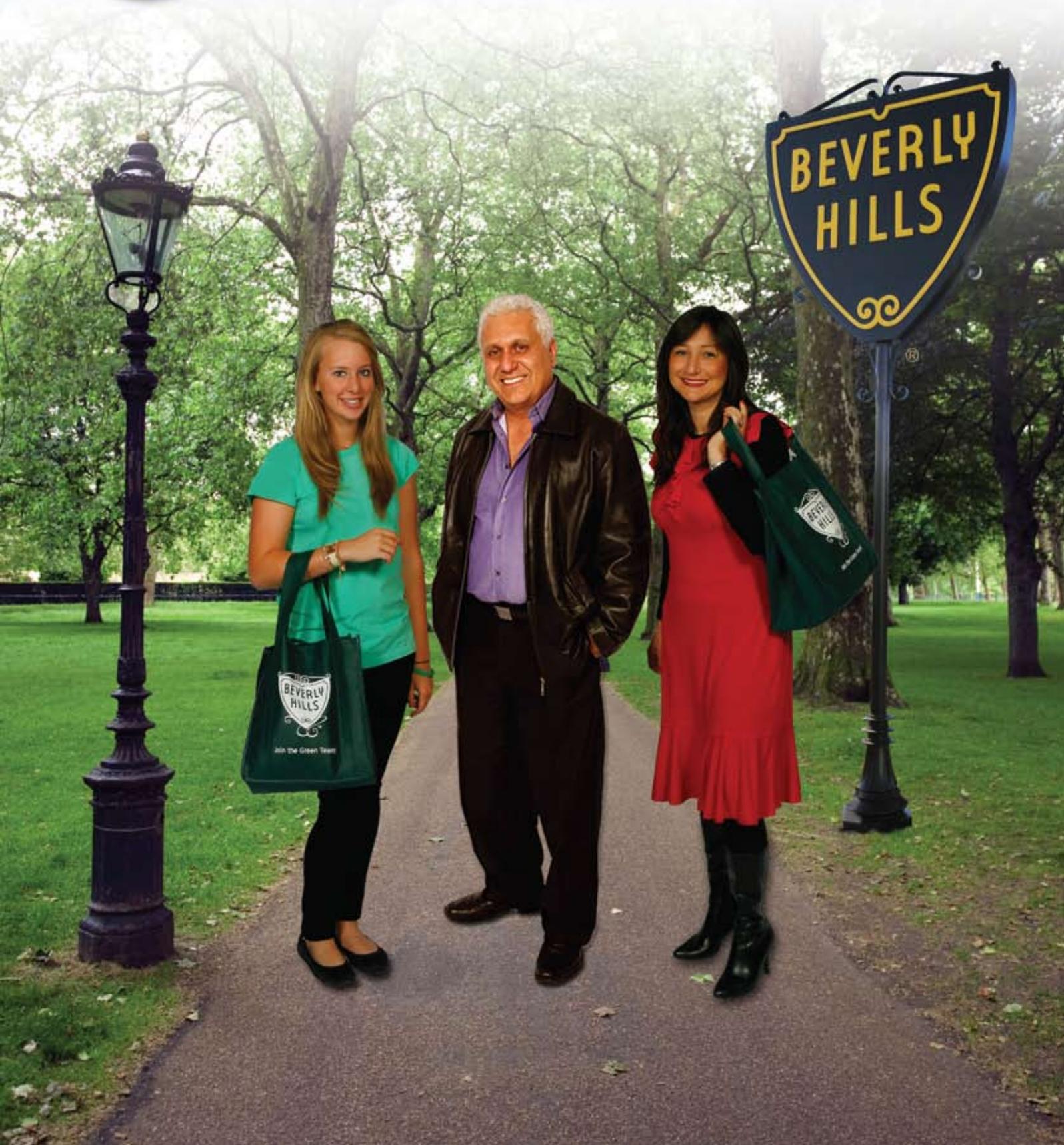


# BEVERLY HILLS

IN FOCUS

An Official Publication of the City of Beverly Hills

January 2009



# BEVERLY HILLS - IS VOTING

## *Preserving City Services - You Decide*

**I**n March, Beverly Hills voters will have a chance to vote on Measure P. If approved, Measure P will revise certain business taxes and provide funding to support general City services.

With the downturn in the economy and an unprecedented state budget crisis, City budget forecasts now show that the cost of maintaining quality City services will soon outpace available revenue. Measure P will provide stable funding that is locally controlled to help prevent cuts. By law, all funds from this measure will stay here in Beverly Hills for local programs and services.



Measure P will generate funding for general City services in Beverly Hills, including:

- ▶ *Maintaining police protection*
- ▶ *Preserving firefighting, paramedics and rapid emergency response*
- ▶ *Continuing the City's agreement that helps support Beverly Hills schools*
- ▶ *Paving, maintaining and repairing local streets*
- ▶ *Keeping parks and other public areas clean, landscaped and well-maintained*



Measure P only impacts businesses and will not increase taxes paid by homeowners or other residents of the City who do not own businesses in Beverly Hills. If approved, business taxes for professional and personal service businesses in Beverly Hills will remain lower than in Los Angeles.



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Specifically, Measure P will update the method used to calculate certain business taxes that have become outdated. For example, the oil extraction tax was created in the 1970s and hasn't been revised for many years.

Measure P will make changes to some of the City's existing business taxes including:

- ▶ *Revising the oil extraction tax by eliminating the flat rate per barrel and linking the tax to the price of oil*
- ▶ *Establishing a 10 percent tax on the gross receipts of commercial parking operators*
- ▶ *Modifying the professional and personal service classifications of the business license tax by basing taxes on gross receipts rather than the number of employees a business employs*

For more information please visit the City's website at [www.beverlyhills.org/MeasureP](http://www.beverlyhills.org/MeasureP).



# BEVERLY HILLS - IS EVENTFUL

## Calendar of Events

**M**ark these dates! The City of Beverly Hills offers plenty of events and activities to engage its community of active, involved residents. From public meetings, where you can have your say on critical City issues, to fun-filled cultural and recreational special events – there’s always something going on in Beverly Hills. Please check out the City’s website [www.beverlyhills.org](http://www.beverlyhills.org) for the latest information on upcoming events.

### **Candidate Forum** *January 28, 7pm*

Municipal election candidate forums to be held in City Council Chambers. The forums will be recorded and rebroadcast throughout the election season. All Candidate Forums will take place at City Hall, Room 280.

### **Candidate Forum** *January 29, 7pm*

Municipal election candidate forums to be held in City Council Chambers. The forums will be recorded and rebroadcast throughout the election season. All Candidate Forums will take place at City Hall, Room 280.

### **Farmers’ Market E-Waste Roundup** *February 1, 9am – 1pm*

The Farmers’ Market is located on the 9300 block of Civic Center Drive. The market is open each Sunday from 9am – 1pm, rain or shine. For more information, please call 310-285-6830.

### **Discovering America’s Music** *February 18, 7pm*

Discovering America’s Music hosted by Jim Jimirro at the Beverly Hills Library auditorium, Second Floor. It is a free event. For more information, please call 310-288-2220.

### **Father Daughter Sweetheart Dinner & Dance\*** *February 21, 6-9pm*

Held at the historic Greystone Mansion, the theme is *A Night in Paris* and is designed for sixth through eighth grade girls and their fathers ONLY. For more information, please call 310-285-6810.

### **Music in the Mansion** *February 22, 2pm*

Now in its 10th season, this month’s *Music in the Mansion* will feature Iris Malkin – mezzo-soprano. For more information, please call 310-285-6830.

### **Woofstock 90210\*** *March 15, 11am - 4pm*

Attend a fun-filled pet extravaganza at Roxbury Park. The event is free. For more information, please call 310-285-6830.

### **Lawry’s The Prime Rib Dinner and Play** *March 15, 3-8pm*

Attend Theatre 40’s *The Manor/Murder & Mystery* event at Greystone Mansion. Guests will be treated to a delicious three-course meal, catered by Lawry’s The Prime Rib. For ticket information, please call 310-285-6830.

\* indicates a new event

# BEVERLY HILLS - IS SERVICE ORIENTED

## Employee Spotlight – Azita Motamen and Jesse De Anda

The Beverly Hills City workforce is filled with everyday heroes, skilled professionals who serve the community with quiet focus and dedication. Meet two City employees who are true champions of our environment.

### The jobs:

As staff members in the Building and Safety Division, Azita is a senior plan review architect and Jesse is a building inspector. Their personal mission: to promote a safe and environmentally sustainable building environment in Beverly Hills.

### Going for the green:

Azita and Jesse have undergone specialized training in green building. Azita is the City's first Leadership in Energy and Environmental Design (LEED) certified staff member. She uses her expertise to help plan green policies, to work on commercial and residential green projects, and to ensure compliance with the City's green building programs. Jesse is certified as both a Green Building Professional and a Green Point Rater by Build It Green, which makes him expertly equipped to advise residents and businesses on how to incorporate green elements into their buildings and designs.



Jesse De Anda is certified as a Green Point Rater by Build It Green



Azita Motamen is the City's first Leadership in Energy and Environmental Design (LEED) certified staff member

### Community impact:

Both employees exemplify the City's commitment to service, going to great lengths to promote safety and sustainability. Jesse devotes extra hours to inspections, school outreach and earthquake preparedness education. Azita, an architect, guides both residents and businesses through the green building process, saving City and residents money as an in-house LEED expert.

# BEVERLY HILLS - IS DIGITAL

## *Out With the Analog*

If you're still using an antenna or "rabbit ears" to pick up your favorite television shows, expect to see a blank screen after midnight February 17. That's when all TV stations will stop sending out analog signals in the U.S. – courtesy of the Digital Television Transition and Public Safety Act of 2005.

Cable and satellite subscribers will not be affected by the new ruling. Non-subscribers who rely on an antenna to watch TV must take action if they want to continue receiving programming. Options are:

- ▶ Buy a converter box (\$40-\$70) that will plug into your current analog television. A coupon to defray the cost may be obtained at [www.DTV2009.gov](http://www.DTV2009.gov) or by calling 1-888-DTV-2009, while supplies last



- ▶ Buy a television with a digital tuner
- ▶ Connect your analog television to cable, satellite or other pay service

For more information, refer to the website and telephone number above. If you decide to retire your old analog television, the City of Beverly Hills encourages you to recycle it properly. Residents may drop off electronic waste at the Beverly Hills Farmers' Market every first Sunday of the month.

# BEVERLY HILLS - IS AWARE

## *New Laws Now on the Books*



The clock struck midnight December 31, ushering in not only a new year, but also hundreds of new state and federal laws. Here are a few that may be of interest to Beverly Hills residents and businesses:

**If you drive, don't text:** The new law says no writing, sending or reading "text-based communication" while driving. This follows a similar law requiring drivers to use hands-free cell phone devices while behind the wheel. (SB 28)

**Noticing nutrition:** Restaurants with 20 or more locations in California must post nutritional information. Beginning July 1, 2009, each outlet must offer brochures disclosing calories, fat, carbohydrates and sodium. In January 2011, chain restaurants will be allowed to provide only calorie content, but on easily seen menus or menu boards. (SB 1420)

*(continued on back page)*

# BEVERLY HILLS - IS PET FRIENDLY

*Pet-owners in for a Treat with New Services*



*Local residents no longer need to drive 23 miles to the county shelter in Carson for animal services*

**H**as your beagle bolted down the street? Need a license for your Lhasa?

Thanks to a new agreement between the cities of Beverly Hills and Los Angeles, local residents no longer need to drive 23 miles to the county shelter in Carson for animal services. Now, Beverly Hills pet owners are officially eligible for assistance from the West Los Angeles Care Center – a mere four miles away, at 11361 W. Pico Blvd.

City leaders, working to bring a higher – and more convenient – level of animal services to Beverly Hills residents, began lobbying Los Angeles’ Animal Services Department (ASD) even before the Pico facility opened in November 2007.

As a result, the City Council recently approved a memorandum of understanding with L.A.

The nearby care center features a pack of amenities, including a common room for cats, a get-acquainted yard for dogs, separate quarters for bunnies and a medical suite for special animal care. There are also 101 – not Dalmatians – but dog kennels at the center.

Beverly Hills residents can now look forward to these services, provided by the Pico facility:

- ▶ Taking in and caring for strays and unwanted animals
- ▶ Re-uniting pets with their owners
- ▶ Adoptions
- ▶ Low-cost vaccine and spay/neuter clinics

- ▶ Receiving and processing animal license applications
- ▶ Microchipping
- ▶ Animal-related business permits for Beverly Hills businesses

Los Angeles ASD will not trap or remove wildlife, pick up dead animals or provide euthanasia services. For more information on the City’s animal services please call 310-285-PETS or visit [www.beverlyhills.com/pets](http://www.beverlyhills.com/pets).



# BEVERLY HILLS - IS AWARE

## *New Laws Now on the Books*

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**School safety zones:** These have now been expanded from 1,000 feet to 1,500 feet around a school, including – for the first time – public schools. Also, those committing offenses on school sites now receive additional fines and/or jail time. (SB 1666)

**Going digital:** Beginning February 17, by federal mandate, television stations will switch from analog to 100 percent digital broadcasting. Consumers with analog TVs must take action if they wish to continue viewing programming (see related story in this issue).



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*Pictured (left to right): On the cover are members of the Beverly Hills Green Team: Ally Maize, Shawn Saedian and Lauren Cohen.*

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