

Dr. Robert Garcia, 1st District  
Dr. Suja Lowenthal, Vice Mayor, 2nd District  
Gary DeLong, 3rd District  
Patrick O'Donnell, 4th District



Bob Foster, Mayor

Gerrie Schipske, R.N.P./J.D., 5th District  
Dee Andrews, 6th District  
James Johnson, 7th District  
Rae Gabelich, 8th District  
Steven Neal, 9th District

Patrick H. West, City Manager  
Larry G. Herrera, City Clerk

Robert E. Shannon, City Attorney

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**REVISED**

**PLEDGE OF ALLEGIANCE**

**PRESENTATION BY LOS ANGELES COUNTY ASSESSOR**

[12-0123](#) Supplemental Memorandum - Corrections and/or additions to the City Council Agenda as of 12:00 noon, Friday, February 3, 2012.

**PUBLIC COMMENT: OBTAIN SPEAKER CARD FROM THE CITY CLERK**

Opportunity to address the City Council (on non-agenda items) is given to the first 10 persons who submit Speaker Cards to the City Clerk beginning at 15 minutes prior to 5:00 p.m. Each speaker is allowed three minutes to make their comments.

**NOTICE TO THE PUBLIC**

All matters listed under the Consent Calendar are to be considered routine by the City Council and will all be enacted by one motion. There will be no separate discussion of said items unless the Mayor, City Councilmembers or the City Manager request specific items be discussed and/or removed from the Consent Calendar for separate action.

**CONSENT CALENDAR: (1 - 10)**

1. [12-0087](#) Recommendation to authorize City Attorney to pay the sum of \$7,275.29 in full settlement of claim by *International Exchange AAA*, Claim No. C11-0698.

**Office or Department:** CITY ATTORNEY

**Suggested Action:** Approve recommendation.

2. [12-0088](#) Recommendation to approve the minutes for the City Council meetings of Tuesday, January 17, 2012 and January 24, 2012.

**Office or Department:** CITY CLERK

**Suggested Action:** Approve recommendation.

3. [12-0089](#) Recommendation to refer to City Attorney damage claims received between January 13, 2012 and January 30, 2012.

**Office or Department:** CITY CLERK

**Suggested Action:** Approve recommendation.

4. [12-0108](#) Recommendation to adopt resolution designating the ballot listing of candidates that have been nominated for the City's Primary Nominating Election on Tuesday, April 10, 2012.

**Office or Department:** CITY CLERK

**Suggested Action:** Approve recommendation.

5. [12-0111](#) Recommendation to authorize City Manager to execute an agreement with the County of Los Angeles, Department of the Registrar-Recorder/ County Clerk, for continued on-line access to the County's Voter Information Management System (VIMS) for a term of one year, March 13, 2012 through March 12, 2013.

**Office or Department:** CITY CLERK

**Suggested Action:** Approve recommendation.

6. [12-0096](#) Recommendation to adopt Specifications RFP No. DV11-062 authorizing City Manager to execute an agreement and any amendments thereto with HdL Coren and Cone, of Diamond Bar, CA (SBE), to provide property tax management and auditing services, in an annual amount not to exceed \$18,750 plus a 25 percent recovery fee with a maximum of \$250,000, for a period of one-year, with the option to renew for two additional one-year periods, at the discretion of the City Manager. (Citywide)

**Office or Department:** FINANCIAL MANAGEMENT

**Suggested Action:** Approve recommendation.

7. [12-0094](#) Recommendation to authorize City Manager, or designee, to execute affiliation agreements and any necessary amendments thereto, with the entities listed below for student field placement, internship and preceptorship with the City. (Citywide)

**Office or Department:** HEALTH AND HUMAN SERVICES

**Suggested Action:** Approve recommendation.

8. [12-0097](#) Recommendation to authorize City Manager to execute a permit with Rod Edmondson, an individual doing business as OC Fitness Boot Camp, to use open space within City parks for group exercise classes and personal training for a term of two years, with three, one-year renewal options at the discretion of the City Manager or his designee. (Districts 2,3,5)

**Office or Department:** PARKS, RECREATION AND MARINE

**Suggested Action:** Approve recommendation.

9. [12-0098](#) Recommendation to request City Manager, or designee, to accept an easement deed for street widening at 3701 E. Willow Street. (District 5)

**Office or Department:** PUBLIC WORKS

**Suggested Action:** Approve recommendation.

10. [12-0090](#) Recommendation to receive and file the minutes for:  
Civil Service Commission - January 11, 2012.  
Planning Commission - December 1 and 15, 2011.

**Office or Department:** VARIOUS

**Suggested Action:** Approve recommendation.

**REGULAR AGENDA**

**DEPARTMENTAL COMMUNICATIONS:**

11. [12-0017](#) Recommendation to request City Council to receive and file the presentation regarding the findings on the City of Long Beach retail marketing demographics and corporate sponsorship viability.

**Office or Department:** COUNCILWOMAN GERRIE SCHIPSKE, FIFTH DISTRICT

**Suggested Action:** Approve recommendation.

12. [12-0095](#) Recommendation to approve the placement of "Prime Time for Business in Long Beach" on the "Presentation" section of the City Council agenda starting in March 2012, and to direct City Manager to coordinate requests by businesses, Councilmembers and the Mayor for scheduling such presentations.

**Office or Department:** COUNCILWOMAN GERRIE SCHIPSKE, FIFTH DISTRICT; COUNCILMEMBER JAMES JOHNSON, SEVENTH DISTRICT; COUNCILWOMAN RAE GABELICH, EIGHTH DISTRICT; COUNCILMEMBER STEVEN NEAL, NINTH DISTRICT

**Suggested Action:** Approve recommendation.

13. [12-0109](#) Recommendation to refer to the Parks and Recreation Commission a request to recommend a name for the park on Baker Street, taking into account all proposed names as well as additional public input, for consideration of the Housing and Neighborhoods Committee of City Council.

**Office or Department:** COUNCILMEMBER JAMES JOHNSON, SEVENTH DISTRICT

**Suggested Action:** Approve recommendation.

**REVISED**

14. [12-0113](#)

Recommendation to direct City Manager to work with the Long Beach Health Department, and the Department of Parks, Recreation and Marine to:

- Organize our "Move Long Beach" initiatives and place them in the Mobility Element of the Long Beach General Plan. Including our healthy eating & healthy living citywide events and programs.
- Engage and encourage North, Central and West Long Beach, who are most affected by childhood obesity and access to fresh foods, to participate in the Citywide "Move Long Beach" initiative.
- Create an online resource that offers information, features and promotes major health resources and events like the Long Beach Marathon, Long Beach Triathlon, Turkey Trot, and Bike Tour.
- Encourage Councilmembers, City Departments, and community groups to host "Move Long Beach" events and campaigns in the city that promote exercise, physical fitness, and health awareness in 2012 and beyond.

**Office or Department:** COUNCILMEMBER ROBERT GARCIA, FIRST DISTRICT; VICE MAYOR SUJA LOWENTHAL, COUNCILMEMBER, SECOND DISTRICT; COUNCILMEMBER JAMES JOHNSON, SEVENTH DISTRICT; COUNCILMEMBER STEVEN NEAL, NINTH DISTRICT

**Suggested Action:** Approve recommendation.

**REVISED**

15. [12-0114](#) Recommendation to request City Attorney to work with City Manager and Department of Health and Human Services to draft a H.E.A.L. Cities Resolution, based on the draft, and return to City Council within 30 days for approval.

**Office or Department:** COUNCILMEMBER ROBERT GARCIA, FIRST DISTRICT; VICE MAYOR SUJA LOWENTHAL, COUNCILMEMBER, SECOND DISTRICT; COUNCILMEMBER JAMES JOHNSON, SEVENTH DISTRICT; COUNCILMEMBER STEVEN NEAL, NINTH DISTRICT

**Suggested Action:** Approve recommendation.

16. [12-0115](#) Recommendation to respectfully request City Manager to work with appropriate staff and stakeholders to undertake an accelerated SEADIP development process as outlined and report back to City Council within 45 days on the progress of the update process.

**Office or Department:** COUNCILMEMBER PATRICK O'DONNELL, FOURTH DISTRICT; COUNCILWOMAN GERRIE SCHIPSKE, FIFTH DISTRICT

**Suggested Action:** Approve recommendation.

17. [12-0091](#) Recommendation to receive and file the Proposition H Audit Report for the fiscal year ending September 30, 2011.

**Office or Department:** CITY AUDITOR

**Suggested Action:** Approve recommendation.

18. [12-0110](#) WITHDRAWN  
~~Recommendation to authorize City Manager to execute a no-cost pilot project agreement with Trellis Projects for implementation of the VoteGuideNow smart phone application for the April 10, 2012, Primary Nominating Election, with the term of the agreement ending April 11, 2012.~~

**Office or Department:** CITY CLERK

**Suggested Action:** Approve recommendation.

19. [12-0107](#) Recommendation to authorize City Manager to submit grant applications for the Port of Long Beach Greenhouse Gas Mitigation Grant Program. (Citywide)

**Office or Department:** CITY MANAGER

**Suggested Action:** Approve recommendation.

20. [12-0099](#) Recommendation to adopt resolution authorizing staff to prepare and submit a grant application pursuant to the Sustainable Communities Planning Grant and Incentive Program (Proposition 84) for the purpose of funding an update to the Southeast Area Development and Improvement Plan (SEADIP). (District 3)

**Office or Department:** DEVELOPMENT SERVICES

**Suggested Action:** Approve recommendation.

21. [12-0100](#) Recommendation to authorize City Manager to execute individual contracts with the following consulting firms for on-call planning services: Hogle-Ireland, Inc., Roger Sherman Architecture and Urban Design/Utile Inc., RRMdesignGroup, The Planning Center, and Wallace, Roberts, and Todd, LLC, for a one-year period in an amount not to exceed \$500,000 each, with two annual renewal options at the discretion of the City Manager. (Citywide)

**Office or Department:** DEVELOPMENT SERVICES

**Suggested Action:** Approve recommendation.



22. [12-0101](#) Recommendation to approve the Fiscal Year 2012 first quarter departmental and fund budget appropriation adjustments in accordance with existing City Council policy. (Citywide)

**Office or Department:** FINANCIAL MANAGEMENT

**Suggested Action:** Approve recommendation.

23. [12-0102](#) Recommendation to authorize City Manager, or designee, to execute all necessary documents and any subsequent amendments between the City of Long Beach and the State of California Department of Public Health (CDPH) for the Women, Infants and Children Nutrition Supplement Program, in the amount of \$15,693,000 for a period of three years, from October 1, 2011 through September 30, 2014. (Citywide)

**Office or Department:** HEALTH AND HUMAN SERVICES

**Suggested Action:** Approve recommendation.

24. [12-0103](#) Recommendation to authorize City Manager to execute an agreement with ING Employee Benefits (ReliaStar Life Insurance Company), for healthcare specific stop-loss reinsurance coverage with a \$500,000 deductible level at a cost of \$823,936 for a 12-month period; and authorize City Manager to execute any subsequent amendments necessary to maintain current benefit levels and remain in compliance with state and federal laws. (Citywide)

**Office or Department:** HUMAN RESOURCES

**Suggested Action:** Approve recommendation.

25. [12-0104](#) Recommendation to authorize City Manager to submit applications for Airport Improvement Program Grant(s) for Fiscal Year 2012 to the Federal Aviation Administration (FAA) for funding of the following projects: runway safety area improvements at the southeast end of Runway 12-30, reconstruction of Taxiway D north of Runway 7L-25R, and improvements to the access to Taxiways E and F, Phase 2; and to accept such grant(s), execute grant documents, and amend grant documents and grant amounts from the FAA for entitlement and discretionary funds. (District 5)

**Office or Department:** LONG BEACH AIRPORT

**Suggested Action:** Approve recommendation.

26. [12-0105](#) Recommendation to receive and file the application of Pthlder, Incorporated, dba The Potholder Cafe Too, for an original Alcoholic Beverage Control License, at 301 West Broadway. (District 1)

**Office or Department:** POLICE

**Suggested Action:** Approve recommendation.

**ORDINANCES:**

27. [12-0106](#) Recommendation to declare ordinance amending Sections 16.16.015 and 16.16.017 of the Long Beach Municipal Code, related to allowing non-motorized recreational apparatus with wheels in designated skateparks for a one-year trial period read the first time and laid over to the next regular meeting of the City Council for final reading. (Districts 1,2,4,5,6,9)

**Office or Department:** PARKS, RECREATION AND MARINE; POLICE

**Suggested Action:** Approve recommendation.

28. [12-0044](#) Recommendation to declare ordinance amending the Long Beach Municipal Code by amending Section 2.83.020 regarding claims against the City, read and adopted as aread. (Citywide)

**Office or Department:** FINANCIAL MANAGEMENT

**Suggested Action:** Approve recommendation.

**NEW BUSINESS:**

New Business items are additions to the City Council Agenda subsequent to the posting of the agenda on Monday afternoon.

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30.

31.

**REVISED**

**PUBLIC: IMMEDIATELY PRIOR TO ADJOURNMENT**

Opportunity is given to those members of the public who have not addressed the City Council on non-agenda items. Each speaker is limited to three minutes unless extended by the City Council.

**STANDING COMMITTEE REMINDERS:**

Tuesday, February 7, 2012 – Economic Development and Finance Committee (Attorney/Client) at 2:30 P.M., 14th floor conference room

Tuesday, February 14, 2012 – Housing Authority at 4:30 P.M., Council Chamber.

**NOTE:**

An agenda may be obtained from the City Clerk Department prior to the meeting or can be mailed if the City Clerk is provided self-addressed, stamped envelopes mailed to: City Clerk Department, City Hall Plaza Level, 333 W. Ocean Boulevard, Long Beach, CA 90802.

The City Council agenda and supporting documents are available on the Internet at [www.longbeach.gov](http://www.longbeach.gov). Persons interested in obtaining an agenda via e-mail should subscribe to the City of Long Beach E-Notify System at <http://www.longbeach.gov/enotify/default.asp>.

Agenda items may also be reviewed in the City Clerk Department or online at the Main Library and at the Branch Libraries.

If language interpretation for non-English speaking persons is desired or if a special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to the City Clerk Department at (562) 570-6101, by 12 noon Monday, the day prior to the Council meeting.

E-Mail correspondence regarding agenda items can be directed to [cityclerk@longbeach.gov](mailto:cityclerk@longbeach.gov).

Persons interested in making an audio visual presentation during a City Council meeting should refer to the Audio/Visual Guidelines in the Options list on the City Clerk web page at (<http://www.longbeach.gov/cityclerk/default.asp>) or contact the City Clerk Department at (562) 570-6101. nem