

THESE MINUTES ARE OFFICIAL & APPROVED BY THE
CULVER CITY ECONOMIC DEVELOPMENT SUBCOMMITTEE
OF THE CITY COUNCIL

SPECIAL MEETING OF THE
CULVER CITY ECONOMIC DEVELOPMENT
SUBCOMMITTEE OF THE CITY COUNCIL
CULVER CITY, CALIFORNIA

May 16, 2024
11:00 a.m.

Call to Order & Roll Call

Council Member Vera called the special meeting of the Economic Development Subcommittee of the City Council to order at 11:00 a.m. in the Cathedral Room and via Webex.

Present: Göran Eriksson, Council Member
 Albert Vera, Council Member

Staff Present: Elaine Gerety Warner, Economic Development
 Director
 Elizabeth Garcia, Economic Development
 Project Manager
 Emily Stadnicki, Current Planning Manager
 Edgar Varela, Special Events Manager
 Christina Burrows, Deputy City Attorney

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Pledge of Allegiance

The Economic Development Subcommittee recited the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

Council Member Vera invited public comment.

Elizabeth Garcia, Economic Development Project Manager, reported that no public comment had been received.

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Receipt of Correspondence

MOVED BY COUNCIL MEMBER ERIKSSON, SECONDED BY COUNCIL MEMBER VERA AND UNANIMOUSLY CARRIED, THAT THE ECONOMIC DEVELOPMENT SUBCOMMITTEE RECEIVE AND FILE CORRESPONDENCE.

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Consent Calendar

Item C-1

Approval of Minutes for the Economic Development Subcommittee Meeting of March 14, 2024

MOVED BY COUNCIL MEMBER ERIKSSON, SECONDED BY COUNCIL MEMBER VERA AND UNANIMOUSLY CARRIED, THAT THE ECONOMIC DEVELOPMENT SUBCOMMITTEE APPROVE MINUTES FOR THE MEETING OF MARCH 14, 2024.

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Order of the Agenda

No changes were made.

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Action Items

Item A-1

Discussion Regarding Potential Digital Kiosk Program Request for Proposals

Elaine Gerety Warner, Economic Development Director, provided a summary of the material of record; discussed timing for a potential text amendment; and next steps.

Council Member Vera invited public comment.

Elaine Gerety Warner, Economic Development Director, reported no requests to speak.

Council Member Eriksson expressed frustration with Planning Commission consideration of the item and appreciation to staff for moving the item forward.

Elaine Gerety Warner, Economic Development Director, indicated that staff wanted to be ready to move forward if that is the wish of the City Council; discussed the scope of elements; design overview; screen size; kiosk size; the footprint of the prototype in the public right of way; the siting plan; and proximity to an electronic source.

Discussion ensued between staff and Subcommittee Members regarding support for kiosks throughout Culver City; design standards; safety; support for the amendment that the display area should not be larger than 15 square feet; high frequency stops; park locations; the mall; the village; sidewalk width; ADA (Americans with Disabilities Act) rules; clarification that kiosks would not be located in residential areas; tourist areas; minimum number of units required; maximum number of units; size of the units; connection to Culver City's Onward fiber network; clarification regarding installation process and requirements for placement on the public right of way; responsibility for removal and reinstallation with changes to sidewalk infrastructure or construction; use changes; maintenance; out of service units observed in other cities; concern with repair response time; incentives; operational capacity; lifespan; adjustments to technological advancements within the lifespan of the unit; dimming down the units; hours of operation; sleep mode; heading off complaints; ensuring good neighborly operations; expectation that vendor will physically maintain units multiple times per week including dirt, debris, graffiti, and fix damages in a timely manner; negotiations; and clarifying expectations.

Additional discussion ensued between staff and Subcommittee Members regarding uses; content; what Culver City is allowed to put on the kiosks; communicating with the vendor; customization; staff time involved in content upkeep; software and media focused usage; use of speaker systems in commercial areas; video and audio; concern with the potential to offend people; keeping things simple; the 911 function; limiting audio capability to emergency or accessibility uses; video vs. static imagery; advertising; not allowing animation; ADA compliance; multi-lingual capability; determining the basis for equitable distribution; factors to include; screen orientation; traffic studies; operation;

consideration of kiosk programs in other cities; financing; the cost of 100% community kiosks; respondents; the integrated advertising model; support for a revenue generating program; ensuring that local businesses can appear on the community roster without having to pay for placement; creation of a tiered process; advertising vs. listings; commercial advertising vs. Culver City content; the Culver City directory of nearby businesses; public outreach; review of Requests for Information (RFIs); the new process for RFPs (Request for Proposals); subcommittee review of the RFPs; identification of potential vendors; community outreach by vendors, primarily focused on kiosk location; normal City Council processes; City Council discretion; the importance of siting to the success of the program; notification once sites are determined; vendor participation required in outreach to gain input; unforeseen issues; cost to move a kiosk; length of time proposed for the installation; lifespan of the kiosk; length of the pilot period; engaging in a phased roll-out; remembering that Culver City is the owner of the public space; negotiations; providing a backup location if one needs to be removed; the right of Culver City to remove the kiosks; moving bus stops; expected changes in Culver City due to the General Plan; whether Culver City is obligated to move the kiosk if there is construction that precludes usage; the intent that staff determine the siting plan with vendor involvement in the public participation process to speak to any concerns; qualifications and experience; case studies; requiring three examples of other successful installations that have been installed for at least two years; references; the phased roll-out in San Diego; and the goal to generate revenue.

Further discussion ensued between staff and Subcommittee Members regarding advertising; protocol; specificity with the default mode; navigation during active use; percentage of time that Culver City information is on the screen vs. other content; operational concerns; the interface; connections to external sites; acknowledging Culver City content regulations; adding cannabis to the list of prohibited items to be advertised; prohibiting video or animation; limiting the length of any video; ensuring that a movie trailer is rated for a general audience; posters and previews approved for general audiences by the Motion Picture Industry Association; recommended term; next steps; the proposed timeline; and additional Subcommittee consideration in July.

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Items from Members/Staff


None.

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Adjournment


There being no further business, at 12:06 p.m., the Economic Development Subcommittee of the City Council adjourned its meeting.

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Jeremy Bocchino
SECRETARY of the Culver City Economic Development
Subcommittee of the City Council Culver City, California

APPROVED 2024-11-20



Albert Vera
COUNCIL MEMBER, Economic Development Subcommittee of the
City Council Culver City, California