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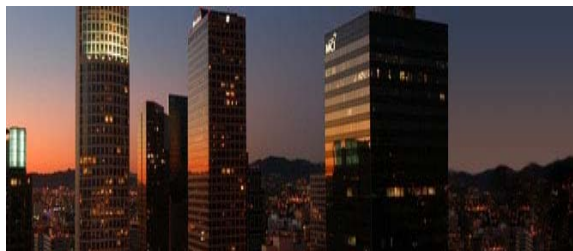
Open to Executive Level members only

JANUARY 8th
EXECUTIVE COMMITTEE
Special Guest: Councilmember Dennis Zine

Open to Business Advocacy and Executive Level members only

JANUARY 14th
ENTERTAINMENT COMMITTEE

JANUARY 22nd
ARTS, RETAIL & HOSPITALITY COMMITTEE



CCA and DCBID Promote Hail-A-Taxi Program

CCA President & CEO Carol Schatz joined Councilmember Jan Perry and Councilmember Wendy Greuel at the Hail-A-Taxi press conference at the newly inaugurated L.A. Live plaza. The Hail-A-Taxi initiative, spearheaded by the Downtown Center Business Improvement District and championed by CCA, gives pedestrians the freedom to hail taxi cabs curbside in Downtown and Hollywood. Taxis are able to pick up and drop off customers in red zones and curb lanes that the City previously designated as anti-gridlock (no stopping) zones. Under the new rules, taxis are now allowed to double-park in these areas without repercussion and taxi service can function as a realistic means of transportation locally within these areas.

The event, sponsored by Executive Member AEG, was also the kickoff to "Taxicab Appreciation Week," a campaign focused on getting taxi drivers to cruise the streets and potential riders to wave them over. The outreach program has educated the public and taxi drivers about the new rules and the value of picking up more "short-trippers." The underlying idea is that the availability of taxis benefits all: taxi drivers can make a good living doing short fares; and Downtown's workers, residents, and visitors can explore our city center without a car.

CCA Holiday Party a Success!

CCA's Holiday Party, held at the Wilshire Grand Hotel & Centre's Point Moorea, was a huge success, with more than 400 people in attendance. Guests included State Board of Equalization Chair Judy Chu; City Attorney Rocky Delgadillo; Councilmember Jan Perry; Councilmember Janice Hahn; LAUSD Boardmember Tamar Galatzan; Board of Public Works Commission President Cynthia Ruiz; Police Commission President Anthony Pacheco; Board of Public Works Commissioner Julie Gutman; Police Commissioner Andrea Sheridan Ordin; Department of Building & Safety General Manager Andrew Adelman; Planning Director Gail Goldberg; Department of Water & Power General Manager H. David Nahai; Bureau of Sanitation Director Enrique Zaldivar; and Police Captain Jodi Wakefield.

CCA thanks CCA Member Chris Park, General Manager of the Wilshire Grand Hotel & Centre, for his tremendous hospitality. This marks the sixth year that the Wilshire Grand

STAFF BRIEFS

- CCA testified before the Housing, Community & Economic Development (HCED) Committee regarding a Garcetti motion to instruct the City Attorney to draft an ordinance seeking to expand certain eviction prohibitions on foreclosed properties. Currently, these prohibitions only apply to properties under the Rent Stabilization Ordinance (RSO). The ordinance would extend the prohibitions to non-RSO properties, including single family homes. CCA testified in support of a temporary ordinance, in order to monitor its impact on the ability of banks to renovate and sell properties. The Committee directed the City Attorney to prepare the ordinance. Due, in part, to CCA's advocacy, the City added a one-year sunset clause, and will assess the economic climate in six months. The issue will go before the full Council on December 16. Staff Contact: Veronica Perez Becker.

- CCA testified before the City Planning Commission in support of the Figueroa and Olympic Signage Supplemental Use District. The proposed district would establish guidelines for the creation of signage, as well as create a vibrant and exciting sense of place in the area. The Commission unanimously approved the SUD. The issue will next come before the Planning & Land Use Management (PLUM) Committee. Staff Contact: Anh Nguyen.

- CCA took a tour of Executive Member Boeing's C-17 aircraft and discussed the C-17 program's importance to the economy. Boeing currently produces reliable, cost-efficient C-17s for the U.S. military, and its contract is set to expire soon. It is vital to continue procurement of the C-17 in order to preserve over 10,000 jobs in

Hotel & Centre has hosted this event. We would also like to thank our title sponsors **Chevron** and **CH2M Hill**, and our presenting sponsors **BNSF Railway**, **Boeing**, **Plains All American Pipeline**, and **Xyvest Holdings**.

our state. Staff Contact: Tracey Chavira.

- **CCA Director of Government and Member Relations Tracey Chavira gave a presentation on Downtown transportation projects, including DLAMP, the Regional Connector, and the streetcar, at the Hotel Association Downtown Region Board meeting. These projects will improve overall mobility throughout Downtown and connect visitors to various tourist destinations.**

- **CCA is participating in the selection of a Project Manger for Los Angeles Streetcar Inc., a nonprofit organization that will work with the City and Metro to design, build, and operate a new modern streetcar system in Downtown. The Broadway streetcar is moving forward through Councilmember Jose Huizar's Bringing Back Broadway initiative. Staff Contact: Tracey Chavira.**

- **CCA sent a letter requesting that the California Air Resources Board address economists' concerns regarding its recently adopted Scoping Plan. The Plan contains the State's main strategies to reduce greenhouse gas emissions as required by the Global Warming Solutions Act (AB 32). CCA urged the Board to conduct a new economic analysis, measuring lower cost options, to make sure the plan is the best way to protect the economy in these challenging times, while still improving the environment. Staff Contact: Tracey Chavira.**

- **CCA's Downtown Parks Working Group met this week to review heat maps that were recently prepared by the Community Redevelopment Agency. These maps depict current and future residential population densities and existing green space in Downtown. The working group is currently in the process of compiling a list of potential park locations. Staff Contact: Anh Nguyen.**

- **The Department of Recreation & Parks released its Citywide Community Needs Assessment Final Report which examines current and future recreational**

needs in the City of Los Angeles. The report will serve as the framework for the creation of a citywide master plan to increase park and recreational opportunities throughout Los Angeles. Staff Contact: Anh Nguyen.

CCA IN THE NEWS

Standing in the middle of the newly inaugurated L.A. Live plaza, Carol Schatz, president of the downtown business improvement district, looked out at a dozen taxi drivers who had been corralled for a photo op as part of the relaunch.

"You all are going to promise me -- you are going to *cruise*," she said, elongating the last word into three syllables. "Cruising is good!" December 9, 2008. *Los Angeles Times*, "L.A. taxi service reinforces that this is not New York."

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