

JANUARY 25, 2008

INSIDE THIS ISSUE

CCA Hosts Panel on Southern California Housing Market

County Presents "Project 50" to CCA's Public Safety Committee

CCA's Executive Committee Votes on February Ballot Propositions

Staff Briefs

EVENTS CALENDAR

FEBRUARY 21st
GENERAL MEMBERSHIP MEETING

8th Annual Downtown Los Angeles Economic Forecast

UPCOMING COMMITTEES

Open to Executive Level members only

FEBRUARY 7
EXECUTIVE COMMITTEE

Special Guest: Gina Marie Lindsey, Executive Director of LAWA

Open to Business Advocacy & Executive Level members only

JANUARY 29th
TRANSPORTATION & INFRASTRUCTURE COMMITTEE

Special Guest: LADOT Assistant General Manager, Amir Sedadi



CCA's Chairwoman Chris Essel, Paramount Pictures (far left), and DCBID's Sr. Vice President & Director of Economic Development, Hal Bastian (far right), with "Southern California Housing Market" panelists (left to right): James Atkins, Williams, Dame & Atkins; Eugenio Aleman, Wells Fargo Bank; Mark Tarczynski, CB Richard Ellis; Debbie Beveridge, East West Bank; Steve Bram, George Smith Partners; and moderator Michael Gottlieb, California Real Estate Journal.

CCA Hosts Panel on Southern California Housing Market

CCA invited panelists **Eugenio Aleman, Wells Fargo Bank; James Atkins, Williams, Dame & Atkins; Debbie Beveridge, East West Bank; Steve Bram, George Smith Partners; and Mark Tarczynski, CB Richard Ellis**, to discuss the state of the Southern California housing market and how Downtown Los Angeles will fare in 2008.

Moderated by **Michael Gottlieb, California Real Estate Journal**, panelists agreed that while the local economy slowed in the latter half of 2007, Downtown has been able to weather the storm. Home prices have remained constant, and the commercial, retail, and office markets are still strong. Proximity to jobs and transportation gives Downtown an advantage that other markets lack. Over 150 guests attended, and the panelists answered questions from the audience about transit, green building, and Downtown's path to becoming a 24/7 district.

CCA would like to thank moderator **Michael Gottlieb** and the panelists for their participation.

County Presents "Project 50" to CCA's Public Safety Committee

Connie Sullivan, County CEO's Office, presented the County's new "Project 50" initiative to CCA's Public Safety, Health & Homelessness Committee, chaired by **Orlando Ward, Midnight Mission**, and **Alex Moradi, ICO Development**. The County Board of Supervisors recently approved funding for "Project 50" which will provide supportive housing to 50 of Skid Row's most vulnerable homeless persons. A New York non-profit created the program, which has had much success in addressing chronic homelessness in New York's Times Square. CCA applauded the County for taking a bold step to address homelessness on Skid Row and will continue to work

STAFF BRIEFS

• CCA's President & CEO Carol Schatz participated in a Housing Element Task Force meeting this week, where the first draft of the City's new Housing Element was discussed. Schatz expressed concern over a number of items, including a provision that would allow Council to adopt an affordable housing public benefit fee for all residential and commercial development. After several revisions are made, the document will be released to the public next week.

• CCA's Vice President of Legislative Affairs, Veronica Perez Becker, joined other business leaders in meeting with Councilmembers LaBonge, Smith, Cardenas, and Wesson to rally support for a safer, greener, and economically competitive LAX. CCA will continue to meet with Council offices in the coming weeks to express the importance of making safety improvements at the airport a top priority.

• CCA's Director of Government Affairs, Tracey Chavira, testified before the County Board of Supervisors in opposition to a proposal that would ban retailers from using plastic bags in unincorporated parts of the County as early as 2009. Chavira asked the Board to, instead, support a compromise proposed by Supervisors Antonovich and Knabe that would require retailers to reduce plastic bag consumption by 30% by 2010 and 65% by 2013. The Board approved the compromise.

CONTACT US

Central City Association
626 Wilshire Boulevard
Suite 200
Los Angeles, CA 90017

with the County to implement a regional solution to the homelessness crisis.

At this meeting, **Jose Egurbide**, City Attorney's Office, also updated the Committee on the Safer Cities Initiative (SCI), which brought 50 more police officers to Skid Row. SCI has been extremely successful in accomplishing its goals, including reducing crime on Skid Row. The program has expanded to cover areas south of Skid Row, to 9th Street. A major focus over the next year will be to expand the SOS program, which allows officers to divert homeless persons with dual diagnosis to permanent supportive housing.

Phone
213.624.1213

Facsimile
213.624.0858

Website
www.ccala.org

CCA's Executive Committee Votes on February Ballot Propositions

CCA's Executive Committee has endorsed the following positions for the February 5th, 2008 Ballot Propositions:

Proposition 91 - Transportation - Oppose

Proposition 92 - Community Colleges - No Position

Proposition 93 - Term Limits - Support

Proposition 94-97 - Indian Gaming - No Position

You are on this email list because you are a member of the Central City Association (CCA) or because you have a business relationship with CCA.

If you would prefer not to receive emails from CCA, please reply with "unsubscribe" in the subject area or call Faith Otis at (213) 624-1213.

0
0
0
0
0
0