



CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

FEBRUARY 6, 2009

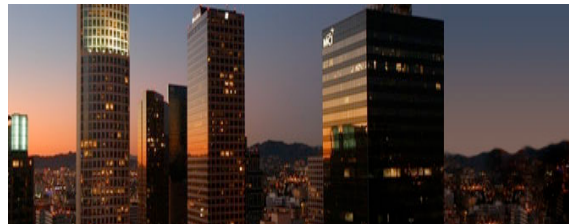
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CCA Executive Committee Lunches with Councilmember Tom LaBonge

CCA welcomed the **Honorable Tom LaBonge**, Los Angeles Councilmember for the 4th District, to our February Executive Committee meeting at the **Marriott Downtown Los Angeles**. Councilmember LaBonge has represented the diverse North Hollywood/Griffith Park/Miracle Mile area since 2003, and focuses his efforts on neighborhood beautification, improved mobility, and the expansion of open space and parks. As Chair of the Arts, Parks, Health and Aging Committee, he is leading the public discussion on the use of Quimby funds and the no smoking ban in outdoor dining areas. In his remarks, Councilmember LaBonge stressed the importance of business ethics and the need to provide all Angelenos with a quality education to expand the capabilities of today's workforce.

CCA thanks Councilmember LaBonge for joining us and looks forward to working with him to improve mobility and infrastructure in the City. CCA also thanks the Marriott Downtown Los Angeles for hosting the Committee.

CCA Hosts Bringing Back Broadway's Streetcar, Transportation & Parking Committee

CCA hosted a meeting of the Bringing Back Broadway's Streetcar, Transportation & Parking Committee, which is committed to resurrecting Downtown's streetcar. **Dennis Allen** was introduced as the new project manager for LA Streetcar Inc, a nonprofit organization recently formed with the purpose of funding, creating, and implementing the streetcar system. Mr. Allen discussed the organization's next steps, which include the ongoing legal formation of the nonprofit, engaging consultants on technical processes, and working with community partners to conduct public outreach.

The Committee also discussed the extended Red Line and DASH service hours over the winter holidays and new parking to serve Broadway. Bringing Back Broadway Executive Director **Jessica Wethington McLean** will be putting together

STAFF BRIEFS

• CCA testified at the Ethics Commission regarding staff's proposed revisions to the Municipal Lobbying Ordinance (MLO). CCA advocated in support of staff's recommendations against a categorical exemption for certain nonprofits and to eliminate the proposal to require identification badges. Due in part to CCA's testimony, the Commission delayed consideration of the nonprofit exemption until its next meeting on **March 10**, at which time the issue of disclosure will also be discussed. The Commission also reached a tentative consensus on the mechanics of registration, including discarding the badge requirement. **Staff Contact: Veronica Perez Becker.**

• CCA submitted a letter to the City Council to oppose legal action by the City against AT&T for its method of delivering its Public, Educational and Government (PEG) programming to television viewers in the City. The PEG programming does comply with the California Digital Infrastructure & Video Competition Act of 2006, and CCA urged the Council to view their service and programming in a live setting to understand the company's unique network architecture before considering legal action. The Council continued the issue for 30 days to look into alternative solutions. **Staff Contact: Veronica Perez Becker.**

EVENTS CALENDAR

FEBRUARY 19th

11:30 a.m.

GENERAL MEMBERSHIP MEETING

"The 9th Annual Downtown Economic Forecast featuring Jack Kyser"

UPCOMING COMMITTEES

Open to Executive Level members only

MARCH 5th

11:45 a.m.

EXECUTIVE COMMITTEE

Special Guest: Supervisor Gloria Molina

ANNOUNCEMENTS



**Open to Business
Advocacy and Executive
Level members only**

FEBRUARY 10th
8:00 a.m.
ENTERTAINMENT COMMITTEE

FEBRUARY 18th
8:00 a.m.
HOUSING, LAND USE &
DEVELOPMENT COMMITTEE

FEBRUARY 25th
8:00 a.m.
TRANSPORTATION &
INFRASTRUCTURE
COMMITTEE

a formal report on the success of the Red Line hours, as demonstrated by improved ridership figures. DASH ridership also measured well on some nights, and more discussion will be held to examine how to move forward. Finally, a report will be heard before City Council next week to authorize the Historic Broadway Parking Task Force to begin negotiating with property owners who have expressed an interest in converting their land into a parking facility.

Senior City Planner Alan Bell to Discuss Next Draft of Sign Ordinance with CCA Members

CCA is leading discussions with the Department of City Planning on its ongoing efforts to amend the City's sign ordinance. CCA has been advocating for sensible changes to the ordinance that do not negatively impact businesses in this tough economic climate. **Alan Bell**, Senior City Planner, will again meet with CCA members on Wednesday, February 11 at 8:00 a.m. to discuss the revised draft before it is reconsidered by the City Planning Commission on February 19.

When the City Planning Commission first heard this issue, CCA members expressed strong concerns regarding changes that would have: 1) eliminated the distinction between on-site and off-site signs; 2) drastically reduced the allowed height, area, and spacing of signs; and 3) reduced the number of allowed sign types.

For more information, please contact CCA's Vice President of Legislative and Legal Affairs, Veronica Perez Becker. Please note that attendance is limited to CCA Business Advocacy and Executive members and invited guests only.

CCA's 15th Annual **Treasures of Los Angeles**, celebrating our 85th Anniversary, will take place at the Westin Bonaventure on April 9th. Sponsorship opportunities are available by contacting Joella Hopkins at (213) 624-1213 or jhopkins@ccala.org.

CCA IN THE NEWS

Heading into the recession, downtown had seen more than its share of success stories. Now some projects are stuck in the city's lengthy entitlement process or lacking the money to get under way. "We knew when the boom was ongoing that some of the projects would not go forward," said Carol Schatz, president and chief executive of the Central City Association and one of downtown's chief advocates. "I think that's reality. Stuff goes forward, stuff doesn't." February 2009, **Los Angeles Magazine**, "Soft Core."

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