

APRIL 6, 2009

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EVENTS CALENDAR

APRIL 9

11:00 a.m.

15th Annual Treasures of Los Angeles Awards Luncheon: Westin Bonaventure Hotel & Suites

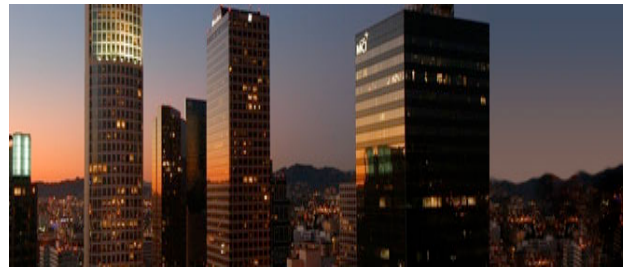
MAY 19

11:30 a.m.

General Membership Meeting: Sheraton Downtown Los Angeles

UPCOMING COMMITTEES

Open to Executive Level Members only



CCA Continues to Advocate for Business-Friendly Sign Ordinance

CCA continues to advocate for a business-friendly Sign Ordinance as the draft makes its way through the City Council process. The ordinance would regulate all signage in the City, including business identification signage. Since the draft was approved by the City Planning Commission (CPC) on March 26, 2009, CCA has met with the offices of **Councilmembers Wesson, Perry, and Huizar** to discuss our outstanding concerns relating to, among other things, the need for more permissive on-site sign regulation - including for temporary and electronic signage - and a grandfathering of the Supplemental Use District (SUD) applications in the pipelines. The matter has been tentatively scheduled for the City Council's Planning and Land Use Management (PLUM) Committee on April 21, 2009.

Due to strong advocacy from CCA and a coalition of other business organizations and community members, important changes were made to the initial draft sign ordinance, which would have unduly restricted businesses' ability to advertise and also reduced allowable signage by up to 75 percent. CCA has been advocating for sensible changes that do not impact our ability to attract and retain business in this tough economic climate. Leading up to the City Council hearings on this matter, CCA will continue to meet with the Councilmembers to advocate for a more workable sign ordinance. Staff Contact: Veronica Perez Becker.

CCA Endorses Paul Koretz for City Council and Curren D. Price for State Senate

CCA's Executive Committee held a special meeting this week to officially endorse **Paul Koretz** for Los Angeles City Council, District 5 and **The Honorable Curren D. Price** for California State Senate, District 26. Both candidates bring years of experience to their

STAFF BRIEFS

- CCA congratulates Executive Member Bottega Louie Restaurant & Gourmet Market on its Grand Opening. Located on the ground floor of the Brockman Building at 7th and Grand, Bottega Louie is the new cornerstone of Restaurant Row.

- CCA recently met with Andrew Adelman, General Manager of the Los Angeles Department of Building and Safety to discuss guidelines for jewelry retail and manufacturing in Downtown Los Angeles. These guidelines will work to preserve the City's jewelry industry, while ensuring safety in manufacturing.

- CCA testified at Metro's Regional Connector Public Scoping Meeting, advocating in favor of the underground build alternative, citing its reliability, safety, and competitiveness for Federal funding. Staff Contact: Tracey Chavira.

- CCA attended a briefing regarding the California High Speed Rail, a statewide transportation project designed to connect all major cities from San Diego to Sacramento with a proposed stop at Los Angeles' Union Station. Last year, CCA supported Proposition 1A, a nearly \$10 billion bond, approved by the voters to finance a safe and reliable high-speed passenger train. Staff Contact: Tracey Chavira.

- The City's Trade, Commerce &

MAY 7
11:45 a.m.
EXECUTIVE COMMITTEE

Open to Executive and
Business Advocacy Level
Members Only

APRIL 15
8:00 a.m.
**HOUSING, LAND USE &
DEVELOPMENT COMMITTEE**

APRIL 23
8:00 a.m.
**TRANSPORTATION &
INFRASTRUCTURE
COMMITTEE**

respective offices and CCA believes this will help them tackle the challenges that the City and the State face.

The Committee also voted to endorse **State Propositions 1A, 1B, 1C, 1D, 1E, and 1F**, a package of comprehensive budget reforms aimed at restructuring California's flawed budget process. These propositions are necessary to solve the structural fiscal problems in California and will help build a more workable and sustainable budget process for our state.

The following is a quick summary of the basic provisions of each proposition:

- Proposition 1A: Requires the state to direct at least three percent of the General Fund revenues to a "rainy day" budget stabilization fund each year.
- Proposition 1B: Establishes a timeline for reimbursing local school systems. A repayment plan will be set up to ensure schools are repaid as economic conditions improve.
- Proposition 1C: Brings in an immediate \$5 billion in funds to the state by modernizing the lottery structure and receiving up-front payment from anticipated revenue increases.
- Proposition 1D: Temporarily redirects a portion of excess from a voter-approved tobacco tax to pay for children's health and social services for the next five years.
- Proposition 1E: Temporarily redirects a portion of surplus, unused funds from the Mental Health Services Act to children's health programs at risk of elimination due to the budget crisis.
- Proposition 1F: Prohibits legislators, the Governor, and other state officials from receiving pay raises when there is a budget deficit.

New Plan for the Wilshire Grand

As you may have heard in recent reports, the Wilshire Grand, which is owned by Korean Air and has stood at the corner of 7th and Figueroa for 57 years, will be torn down and replaced with a \$1 billion luxury hotel, office, and residential complex. CCA Executive Member Thomas Properties Group will spearhead the design, development, and leasing. CCA is in the process of scheduling a special briefing by Thomas Properties Group at an Executive Committee meeting. Watch your e-mail for the notification.

CCA's 15th Annual Treasures: Just Days Away!

The 15th Annual Treasures of Los Angeles, celebrating CCA's 85th Anniversary, is just days away! Join us on Thursday, **April 9th** at the **Westin Bonaventure** for this special event. This year, CCA's prestigious "Heart of the City" award will be presented to **Ezat Delijani** for his outstanding contribution to Downtown Los Angeles. LAPD Chief **William J. Bratton** will be honored with the "City of Angels" award to highlight his exceptional contribution to Los Angeles.

Treasures include: **Oscar De La Hoya** (L.A.'s Golden Boy); **Kaiser Permanente** (Community Health Philanthropist Extraordinaire); Jim Hill (Legendary Sportscaster); **Don Newcombe** (Dodgers' Baseball Legend); **Los Angeles Community College District** (Preparing Our Youth for Tomorrow); and **L.A. Derby Dolls** (Queens of Roller

Tourism Committee approved the Board of Harbor Commissioners' determination to deny the appeal of the Pacific L.A. Marine Terminal Project and moved the Project forward. The Project, spearheaded by CCA Executive Member Plains All American Pipeline, gained tremendous support from Dr. Geraldine Knatz and David Freeman, the Port's Executive Officer and the President of the Harbor Commission. This matter will go before the full City Council in the coming weeks. Staff Contact: Tracey Chavira.

ANNOUNCEMENTS



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.

CONTACT US

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We are pleased to have **Delson Investments, LLC** as this year's Host Sponsor. Presenting Sponsors include: **AT&T, Bank of America, Kaiser Permanente, L&R Investment Company, Los Angeles Dodgers, and Wells Fargo** .

If you have not purchased your tickets or a table yet, please do so immediately. WE NEED YOUR SUPPORT! For more information, please visit: **Treasures of L.A.**

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