

MARCH 5, 2010 INSIDE THIS ISSUE

Council President Garcetti Talks Straight with CCA about L.A.'s Financial Future

CCA Presses Forward in Advocating for a Business-Friendly Sign Ordinance

Staff Briefs

EVENTS CALENDAR

APRIL 8

"The 16th Annual Treasures of Los Angeles" at the JW Marriott at L.A. Live

UPCOMING COMMITTEES

Open to Executive Level
Members Only

MAY 6

11:45 a.m.

EXECUTIVE COMMITTEE
Special Guest: City Controller
Wendy Greuel

Open to Executive and
Business Advocacy
Members Only

MARCH 10

8:00 a.m.

**Transportation &
Infrastructure Committee**

MARCH 31

8:00 a.m.

**Public Safety, Health &
Homelessness Committee**
"Homelessness White Paper"



Toni Hohberg, FIDM; Council President Eric Garcetti; Denita Willoughby, AT&T; Roy Willis, Newhall Land

Council President Garcetti Talks Straight with CCA about L.A.'s Financial Future

Council President Eric Garcetti joined CCA's Executive Committee this month at the **Fashion Institute of Design & Merchandising (FIDM)** to discuss how he intends to lead Los Angeles back to financial prosperity. Council President Garcetti has represented the 13th Council District since 2001 and has been unanimously elected and re-elected as Council President since 2005. As Council President, he faces the formidable challenge of shepherding the City Council through the difficult process of not only closing this year's \$212 million budget deficit, but also implementing measures to eliminate next year's projected budget deficit of \$485 million. He emphasized that contrary to what many of his colleagues may believe, the budget crisis in Los Angeles is real and can bring lasting economic harm. Garcetti also remarked, however, that a happy medium must be found between completely gutting government services and closing your eyes to the problem. CCA looks forward to working with Council President Garcetti to use this crisis as an opportunity to create lasting changes for the future of our city.

CCA Executive Committee members also had the opportunity to tour FIDM's 18th Annual "Art of Motion Pictures Costume Design" Exhibition, featuring over 100 costumes from Oscar-nominated films. CCA thanks FIDM and **Toni Hohberg** for graciously hosting our event and Council President Garcetti for joining us.

CCA Presses Forward in Advocating for a Business-Friendly Sign Ordinance

CCA and a coalition of interested stakeholders met this week with **Bud Ovrom**, General Manager of the Department of Building & Safety, to discuss on-site sign issues and the coalition's proposed Sign Enforcement Program. The program would create a funding mechanism for enforcement of the sign

STAFF BRIEFS

- CCA President & CEO Carol Schatz met with senior staff from the Los Angeles Department of Water & Power (LADWP) to discuss a proposed increase to the Energy Cost Adjustment Factor (ECAf) cap from 0.1 to 0.8 cents per kWh, effective April 1, 2010. The LADWP will present its proposal at CCA's Transportation & Infrastructure Committee meeting, scheduled for March 10, 2010. Staff Contact: Director of Government & Member Relations, Tracey Chavira.

- CCA submitted a letter to City Council to oppose efforts to divest all deposits in banking and other financial institutions that fail to cooperate with foreclosure prevention efforts. All banks in California are already subject to a very complex maze of new state and federal regulations and these additional local sanctions are not necessary. Staff Contact: Senior Director of Legislative & Legal Affairs, Anh Nguyen.

- CCA Executive Member Alston + Bird successfully defended fellow Executive Member Plains All American Pipeline in a lawsuit challenging the approval of a new \$500 million super-tanker terminal proposed at the Port of Los Angeles. The Pier 400 Project was approved by the City Council in April 2009, but was subsequently challenged by a community member, alleging CEQA violations on more than a dozen grounds. Alston + Bird defeated the plaintiff's many attempts to delay the litigation, and the court rejected each and every one of the plaintiff's arguments. CCA congratulates Alston + Bird and Plains All American Pipeline on a great win!

code, as well as a Sign Code Administration desk, which would facilitate sign code interpretation and streamline the permitting process.

Mr. Ovrom expressed his strong support for the program and brainstormed with the group about how to move it forward. The sign coalition will soon begin meeting with the Mayor's Office and the City Council to gain support for the program and advocate for enforcement, rather than undue restriction of on-site signage. CCA has been the business community leader on sign issues from day one, advocating for sensible changes that ensure the economic vitality of businesses throughout the City while addressing concerns about visual blight.



CCA's 16th Annual **Treasures of Los Angeles**, celebrating ten years of the Downtown Renaissance, will take place at the JW Marriott at L.A. Live. Sponsorship opportunities are available by contacting Joella Hopkins at (213) 624-1213 or jhopkins@ccala.org.

ANNOUNCEMENTS



MARCH 15-17, 2010

CCA invites you to *Southern California on the Hill: Access Washington, D.C.* March 15 - 17. Join more than 200 civic and business leaders to meet with members of Congress and senior Obama Administration officials on priorities important to the Southern California economy. For more information, contact CCA's Director of Government & Member Relations, [Tracey Chavira](#).



**NEGOTIATING THE
REAL ESTATE MAZE:
CHALLENGES AND
OPPORTUNITIES**

Los Angeles Convention Center

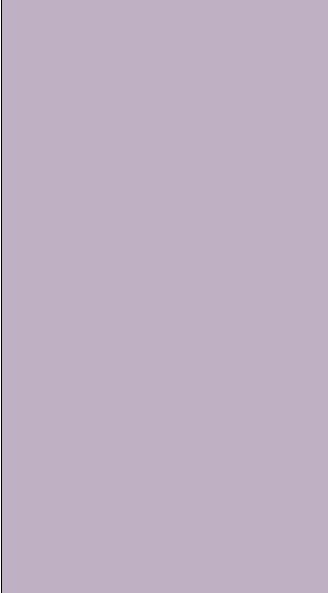
March 23, 2010

www.crockersymposium.com



CONTACT US

[Central City Association](#)



**626 Wilshire Boulevard
Suite 200
Los Angeles, CA 90017**

Phone

213.624.1213

Facsimile

213.624.0858

Website

www.ccala.org