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## 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 31

8:00 a.m.

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

APRIL 21

8:00 a.m.

Housing, Land  
Use & Development Committee

APRIL 29

8:00 a.m.

Transportation &  
Infrastructure Committee



## Carol Schatz Honored at Women of Distinction Reception

CCA President & CEO, **Carol Schatz**, was honored at the 2010 Women of Distinction Reception on March 17, 2010, sponsored by CCA Executive Member Alston + Bird. This award celebrates women who demonstrate extraordinary levels of leadership and achievement in their professions and community. Previous honorees have included Fran Inman, Senior Vice President of Majestic Realty and Linda Louie, General Counsel of the National Hotrod Association.

Schatz was singled out for her business leadership, perseverance, and commitment to the community. As the first female to serve as President & CEO of CCA, Schatz successfully turned CCA into an advocacy powerhouse with 450 members employing over 350,000 employees in the Los Angeles region. Her vision of a 24-hour Downtown Los Angeles is closer than ever to becoming reality with new bars, restaurants, and entertainment venues sprouting all over our city center. Under her watch, CCA also created and sponsored the Adaptive Re-use Ordinance to make it simpler and less costly to convert under-utilized commercial buildings to housing in the greater Downtown area.

Along with Ms. Schatz, other honorees included Michelle Steel of the Board of Equalization and the South Central Scholars. Please join us in extending our congratulations to Carol!

## Legislative Alert: Council President Pro Tempore Jan Perry to Meet with CCA Over LADWP Increases

On Monday, March 22, 2010 at 4:00 p.m., CCA will be hosting a very important meeting with **Council President Pro Tempore Jan Perry** and top executives from the Los Angeles Department of Water & Power (LADWP) to discuss recent proposals to increase the "Energy Cost Adjustment Factor" - a component of the electric rates that enables LADWP to recover cost fluctuations for fuel, energy efficiency measures, and purchased power.

This item, which has already been approved by the Board of Water & Power Commissioners, could potentially result in a dramatic 16% increase for DWP ratepayers. For high-end users, this translates to hundreds of thousands of dollars.

This is a critical call to action and we strongly urge you to attend this important meeting. It was only brought to our attention two weeks

## STAFF BRIEFS

- CCA met this week with Councilmember Rosendahl and the offices of Councilmember Huizar and Koretz to discuss a possible sign enforcement program and other on-site issues, including a motion introduced by Councilmember Koretz that proposes a moratorium for all on-site electronic signs in Council District 5. **Staff Contact: Senior Director of Legislative & Legal Affairs, Anh Nguyen.**

- CCA participated in a community meeting co-hosted by the Office of Councilmember Jan Perry, the Department of Recreation & Parks, the Bureau of Engineering and the Downtown Los Angeles Neighborhood Council, to discuss a conceptual design for the Spring Street park. The design shows promise; however, many community members expressed concern regarding a lack of functional considerations. More community meetings are anticipated for later this year to further refine the design. **Staff Contact: Senior Director of Legislative & Legal Affairs, Anh Nguyen.**

- CCA participated in the Downtown Hospitality Forum hosted by CCA Member, Edison Bar & Lounge. The Forum welcomed Council President Pro Tempore Jan Perry and LAPD Captain Todd Chamberlain who pledged to continue to work with restaurants, bar operators, and the broader community to problem-solve and circulate information pertaining to the Downtown hospitality industry. **Staff Contact: Director of Government & Member Relations, Tracey Chavira.**

ago and this is our opportunity to voice our concerns over this untimely action.

Please RSVP to CCA's Senior Director of Legislative & Legal Affairs, Anh Nguyen at [anguyen@ccala.org](mailto:anguyen@ccala.org) or 213-624-1213.

Monday, March 22, 2010 at 4:00 p.m.  
Central City Association Conference Room  
626 Wilshire Blvd., Ste. 200  
Los Angeles, CA 90017



(CLICK ON IMAGE TO VIEW INVITATION)

CCA's 16th Annual **Treasures of Los Angeles**, celebrating "10" 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](mailto:jhopkins@ccala.org).

## IN THE NEWS

"This area is already heavily regulated by state and federal agencies," wrote Carol Schatz and Gary Toebben, who run the Central City Assn. and the Los Angeles Area Chamber of Commerce, respectively." March 10, 2010, *Los Angeles Times*, "L.A. wants to quit or alter two bank deals" by David Zahniser on the City Council's decision to ask two banks to rewrite or cancel the terms of its two interest swaps.

"The business community has lamented that 12-to-two has had little progress since it was introduced in 2008, but there is a sense of optimism that Ovrom can give the plan a boost. He certainly has an excellent grasp of this issue and big city issues because he has been dealing with all of them as deputy mayor. I can't think of anybody who's had a better vantage point to implement 12-to-two, said Carol Schatz, president and CEO of the Central City Association." March 12, 2010, *Los Angeles Downtown News*, "The Ovrom Factor" by Ryan Vaillancourt.

## ANNOUNCEMENTS



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

Los Angeles Convention Center

**March 23, 2010**

[www.crockersymposium.com](http://www.crockersymposium.com)





## CONTACT US

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