



CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

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CCA Education Panel
Discusses Challenges and
Reform

City Prevails in Sign Litigation;
CCA Moving Forward with
Sign Code Administration
Program

Staff Briefs

EVENTS CALENDAR SAVE THE DATE JUNE 11

8:00 - 9:30 a.m.

Breakfast with Assembly
Speaker John Perez

SAVE THE DATE JULY 13

5:30 - 7:30 p.m.

CHIEFS OF STAFF
RECEPTION Takami / Elevate
Lounge

UPCOMING COMMITTEES

Open to Executive Level
Members Only

JUNE 3

11:45 a.m.

EXECUTIVE COMMITTEE
Special Guest: First Deputy
Mayor & Interim General
Manager of LADWP
Austin Beutner

Open to Executive and
Business Advocacy
Members Only

JUNE 16

8:00 a.m.

Housing, Land Use &
Development Committee
Meeting
Special Guest: Doug Guthrie,



CCA Chair Phil Recht, Mayer Brown LLP; Dr. Celia Ayala, Los Angeles
Universal Preschool; Mona Field, Los Angeles Community College
District; Yolie Flores, Los Angeles Unified School District; Joan Sullivan,
Deputy Mayor of Education

CCA Education Panel Discusses Challenges and Reform

CCA's General Membership Meeting this month featured education panelists **Mona Field**, Board President of the Los Angeles Community College District; **Yolie Flores**, Vice President of the Board of Education for the Los Angeles Unified School District; **Joan Sullivan**, Deputy Mayor of Education; and **Dr. Celia Ayala**, Chief Operating Officer of Los Angeles Universal Preschool. Moderated by **Phil Recht** of **Mayer Brown LLP**, the panelists described the issues facing the students they represent, especially now that the budget crisis has decimated education funding. The panelists cited statistics that show the deplorable lack of effective education for our children, even as early as third grade, and emphasized the importance of revising policies to retain teachers who are proven to be effective educators. Education is the foundation of the success of our economy and our society, and CCA supports reforms to public education that will help improve student achievement for all of our schools.

CCA would like to thank our esteemed panelists for joining us, and the **Sheraton Los Angeles Downtown Hotel** for hosting the event.

City Prevails in Sign Litigation; CCA Moving Forward with Sign Code Administration Program

The City of Los Angeles scored a major legal "win" when the 9th Circuit Court of Appeals overruled a lower court ruling and upheld the city's ban on new supergraphics, billboards, and freeway-facing signs. Since a lower court imposed an injunction in 2008, the city has been largely powerless to stop the proliferation of unpermitted, multistory signs that appeared at dozens of locations

STAFF BRIEFS

• CCA met with Board of Public Works Commissioner Valerie Lynn Shaw and representatives from Business Improvement Districts all across the city to discuss the future of municipal services in Los Angeles. In what was described as the "deconstruction of government," it appears that the city will increasingly look to nonprofits such as BIDs to perform such basic functions as tree trimming and trash removal. CCA is working to develop innovative strategies that acknowledge the current realities of municipal finance, while keeping our streets and commercial districts maintained in a way that will promote public safety and enable the city to attract economic investment. Staff Contact: Vice President of Legislative & Legal Affairs, Anne Williams.

ANNOUNCEMENTS



INVESTOR SERIES

TUESDAY, JUNE 29

CCA invites you to the **CleanTech Investor Series** in partnership with Cleantech Open. Meet emerging clean technology and sustainable manufacturing companies and investors at a half-day event. For more

General Manager, Los Angeles Housing Department

JUNE 22

8:00 a.m.

Transportation & Infrastructure Committee Meeting

across the city. At issue was the city's authority to regulate commercial speech in the interest of aesthetics and public safety, while retaining the discretion to determine where it does allow such speech.

Now that this legal matter has been settled, the City Council is expected to move forward with consideration of a variety of initiatives to regulate signage, including the creation and implementation of up to 21 sign districts around the city, as well as the approval of signs pursuant to a specific plan or development agreement. Related efforts to regulate on-site and electronic signs may also receive renewed attention. CCA is working in coalition with other stakeholders interested in developing responsible regulation and enforcement of existing rules affecting commercial speech. We are currently working to develop a Sign Code Administration Program, instead of restricting on-site signage. The program would create a funding mechanism for enforcement of the existing sign code, as well as a Sign Code Administration desk, which would facilitate sign code interpretation and streamline the permitting process. CCA has been the business community leader on sign issues from day one, advocating for sensible changes that ensure economic vitality throughout the city while addressing concerns about visual blight.

information, contact CCA's Director of Government & Member Relations, Tracey Chavira.

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