



Friday, October 15, 2010

#### Quote of the Week

**"I think it is important that we have voices from all over the city."**

-L.A. City Councilmember Tom LaBonge commenting on VICA's findings that the Valley only has 23 percent representation on citywide commissions, but makes up 38 percent of the Los Angeles population. Read more in the [Daily News](#).

#### MEMBERS

VICA welcomes our

##### New Members

[Abrams Creative Services](#)

[DL Energy](#)

[Political Solutions, LLC](#)

[Truman & Elliott LLP](#)

VICA thanks our

##### Renewing Members (join date)

[Gaines & Stacey, LLP](#) (1997)

[Gensler](#) (2009)

#### CALENDAR

##### The Week Ahead

##### Clean Business and Job Opportunities

Mon., Oct. 18, 10 a.m. -noon

##### Pierce College Great Hall

6201 Winnetka Ave., Woodland Hills

Contact [kara.seward@sen.ca.gov](mailto:kara.seward@sen.ca.gov) or

310.314.5214 to RSVP.

##### Los Angeles Universal Preschool's Dream Big Online Auction

Mon.-Fri., Oct. 18-29

Online at:

[www.biddingforgood.com/laup](http://www.biddingforgood.com/laup)

##### Healthcare Committee Meeting

Wed., Oct. 20, noon-1:30 p.m.

VICA Office

5121 Van Nuys Blvd., Sherman Oaks

[Click here](#) to RSVP.

##### Enterprise Zone Tax Incentive Workshop

Thurs., Oct. 21, 8-10 a.m.

LA Department of Water & Power

Saticoy Yard Conference Center

14401 Saticoy St., Van Nuys

[Click here](#) to RSVP.

##### Save The Date

##### Education Committee Meeting

Tues., Oct. 26, 8:30-10 a.m.

VICA Office

5121 Van Nuys Blvd., Sherman Oaks



## Valley not getting fair share of representation

*VICA finds too few Valley reps on citywide commissions*

Following a review of Los Angeles' 44 citywide commissions, VICA found a significant disparity in the representation of the San Fernando Valley. VICA has long been an advocate of the Valley receiving its fair share of services and representation from the city. The Valley is home to a sizeable segment (38 percent) of the city's population, according to 2009 data from The Valley Economic Alliance and the U.S. Census Bureau. Despite making up a considerable part of Los Angeles, just 62 of 261 citywide commissioners are Valley stakeholders—only 23 percent, according to information provided by Mayor Antonio Villaraigosa's office earlier this year. For the purposes of its research, VICA defined stakeholders as those who work, live or actively participate in the San Fernando Valley community. Download report documents from the [VICA website](#).

## BFC panel to tackle healthcare reform

*Experts will discuss how changes impact business*

The VICA Business Forecast Conference helps business leaders prepare for the economic opportunities and addresses the region's most pressing public policy issues. This year's panel titled: *Healthcare: A Boost or Bust for Business?* will help attendees understand how federal healthcare reform and the California legislation to implement the package will impact businesses. The healthcare panel will include: Herb Schultz (U.S. Department of Health and Human Services), Bill Wehrle (**Kaiser Permanente**), Michael Shaw (National Federation of Independent Business) and Magan Ray (Greenberg Traurig, LLP). *Los Angeles Times* Reporter Duke Helfand will moderate. Additional breakout panels will consider: the November general election, transportation, development, technology and changes in the media. This year's theme is centered on: *Launching California's New Economy*. The conference will be held 7:15 a.m.-2 p.m. Thurs., Oct. 28 at the Warner Center Marriott (21850 Oxnard St., Woodland Hills). For

[Click here](#) to RSVP.

#### **Business Forecast Conference**

Thurs., Oct. 28, 7:15 a.m.-2 p.m.  
Warner Center Marriott  
21850 Oxnard St., Woodland Hills  
[Click here](#) to RSVP.

#### **Open House with CA Secretary of Education Bonnie Reiss**

Thurs., Nov. 4, 4-6 p.m.  
VICA Building, Second Floor  
5121 Van Nuys Blvd., Sherman Oaks  
RSVP to The Valley Economic Alliance  
at 818.379.7000.

#### **VICA and VIA After Dark with Assemblymember Cameron Smyth**

Tues., Nov. 9, 5:30-7:30 p.m.  
The Odyssey Restaurant  
15600 Odyssey Dr., Granada Hills  
[Click here](#) to RSVP.

#### **Rotary Club of Van Nuys Thanksgiving Unity Luncheon**

Wed., Nov. 17, 11:30 a.m.-2 p.m.  
Courtyard by Marriott  
15433 Ventura Blvd., Sherman Oaks  
Register at 818.710.0622 or  
[peter.satuloff@asmmcpa.com](mailto:peter.satuloff@asmmcpa.com).

#### **MEDIA HIGHLIGHTS**

**L.A. Planning Commission OKs rules for fast-food eateries in South L.A.**, [LA Times](#), Oct. 15

**Valley shorted on city panelists**, [Daily News](#), Oct. 14

**VICA: Valley lacking members on city commissions**, [SFV Business Journal](#), Oct. 14

**Q&A: Fernando Award Foundation President Lynn Rinker**, [Encino Patch](#), Oct. 13

**100 days later, officials decry 'same old stuff'**, [Daily News](#), Oct. 8

#### **HOT ISSUES**

**Entertainment: FilmL.A.** released a report showing a 0.3 percent third quarter increase in area on-location filming. On-location Feature production fell 6.6 percent in the third quarter, compared to the same period the prior year. This was anticipated due to the California Film & Television Tax Credit Program having half the tax credits available for allocation in Q3 2010 as it did in 2009.

**Infrastructure:** President Obama renewed his call to spend an additional \$50 billion on improving the nation's transportation infrastructure. His plan calls for rebuilding 150,000 miles of roads, laying and maintaining 4,000 miles of railways, restoring 150 miles of

more information about the conference, visit the VICA website or call 818.817.0545. Online registration is available at [www.vica.com](http://www.vica.com).

## **Next After Dark to feature Cameron Smyth**

*VICA partners with Santa Clarita's VIA for reception*

VICA is joining with the Valley Industry Association of Santa Clarita (VIA) to present an After Dark reception with California Assemblymember Cameron Smyth. Smyth will share with attendees the trials of passing this year's 100-day late budget, which set a new state record for tardiness. He will also discuss his goals for the next legislative session. The reception will be held 5:30-7:30 p.m., Tues., Nov. 9 at **The Odyssey Restaurant** (15600 Odyssey Dr., Granada Hills). The event is complimentary for all members of VICA and VIA, however, RSVPs are required. Walk-ins and no-shows will be charged \$20. RSVP to [monique@vica.com](mailto:monique@vica.com) or call the VICA office at 818.817.0545 for more information.

### **November 2010 General Election**

Prop. 20	<i>Voters First Act of Congress</i>	<b>Support</b>
Prop. 21	<i>Vehicle License Surcharge for State Parks</i>	<b>Support</b>
Prop. 22	<i>Prohibits State from Taking Local Funds</i>	<b>Support</b>
Prop. 23	<i>Suspends AB 32 Until Unemployment Drops</i>	<b>Oppose</b>
Prop. 24	<i>Repeals Business Tax Credits</i>	<b>Oppose</b>
Prop. 25	<i>Changes Budget Vote to Simple Majority</i>	<b>Oppose</b>
Prop. 26	<i>Closes Hidden Tax Increase Loophole</i>	<b>Support</b>
Prop. 27	<i>Eliminates Citizen Redistricting Commission</i>	<b>Oppose</b>

## **Make sure your voice is heard on November 2**

*November election voter registration deadline is Monday*

The November 2 Statewide General Election is quickly approaching and Monday, October 18 is the last day to register to vote in this election. VICA is working in coordination with the Secretary of State's office to provide information to its members about voting and registration deadlines. Polls are open on Election Day 7 a.m.-8 p.m. For more information about voting, visit the [Secretary of State's website](#). VICA also encourages you to pass this voting information along to employees, clients and colleagues and remind them to vote. [Click here](#) to download VICA's voting guide to take with you to the polls on November 2.

## **Entertainment production cap moves forward**

*Plan would help commercial production companies in the city*

A VICA-supported motion proposed by L.A. City Councilmembers Richard Alarcón and Tom LaBonge, which would raise the Entertainment Production Cap from \$2.5 million to \$5 million, moved forward this week. The City Attorney's office will now draft the ordinance to go before the full City Council. VICA Board Member Mel Kohn (**Kirsch, Kohn & Bridge LLP**) testified in support of the entertainment production cap at the L.A. City Council's Jobs and Business Development committee. VICA

airport runways and advancing a new air-traffic control system.

**Land use:** The L.A. City Planning Commission has continued a code reform proposal until Jan. 13, 2011 in order to allow additional public comment. The plan makes no policy changes, would update the zoning code and streamline the development process. VICA testified on behalf of the plan, noting that the changes would help make the Planning Department more efficient.

**Local government:** A [Daily News report](#) found that it takes \$40 million and more than 400 workers to staff the offices of elected Los Angeles city and county officials. The figures were obtained under the California Public Records Act and through staff research, finding a sharp disparity in staff sizes among similar elected offices.

**Real estate:** California officials have accepted a \$2.33 billion offer to sell 24 state office buildings. The state is selling the buildings to a consortium of three U.S. investment companies and will lease the buildings, two of which are in downtown Los Angeles. The sale will generate \$1.2 billion for the state general fund and \$1.09 billion to pay off bonds on the buildings.

**Revenue:** The City of L.A. has completed the installation of 10,000 new coin & card parking meters that have generated \$230,000 additional net revenue in the month of September. Approximately 37 percent of the city's 40,000 meters have been upgraded to accept credit cards. The meters are projected to generate more than 50 percent of the city's parking meter revenue.

**State budget:** Gov. Arnold Schwarzenegger signed a newly approved \$87.5 billion state budget last week, using his line-item veto to cut \$962 million in spending. Senate President Pro Tem Darrell Steinberg plans to attempt to reverse the vetoes when the legislative session begins in December.

**Unemployment:** The national unemployment rate stayed at 9.6 percent for the month of September and the overall economy lost 95,000 jobs. Most of that loss came from a decline in government employment and particularly from a drop in temporary Census 2010 jobs. The private sector added 64,000 jobs for the month.

**Workers compensation:** L.A. City Controller Wendy Greuel and City Attorney Carmen Trutanich released

considers the entertainment industry to be an important component of the city's economy. Raising the minimum threshold to \$5 million would provide significant tax savings to small- and medium-sized businesses, affecting just over half of all commercial production companies, as well as other boutique firms in the industry.

## VICA Viewpoint:

*Is California governable (explain your answer)?*



I'm optimistic. If we can get our electeds to deal honestly with the hard realities, hard numbers and hard bargaining facing them in the months ahead, the chances for quality governance in California goes way up. It just takes the will and desire to do it—but I think they can do it.

*Albert Abrams*

*VICA member; President, Abrams Creative*

## Services



Manageable yes – governable NO! Elected officials need to stop thinking about re-election and actually govern. It's not the end of the world if you are not re-elected for doing the right thing. The recent budget debacle is a prime example—\$10 billion out of whack before the ink is wet. Where are the leaders—bring back Willie Brown and Pete Wilson...that's when things got done!

*Damian Jones*

*VICA member; Managing Partner, Pacific Strategy Group*



I believe that California IS still governable. However, it will take a person with a new set of eyes, new methods, and the ability to work with both parties to bring them together for the common good of our citizens. It is abundantly clear that the same old "politics as usual" does not, and will not work. As the saying goes, doing the same thing while expecting different results is the definition of

insanity. Time to get sane.

*Randy Moberg*

*VICA member; Chief Operating Officer, LBW Insurance & Financial Services, Inc.*

[Click here](#) to read more VICA Viewpoints.

All VICA members are invited to participate in next week's VICA Viewpoint question. The question is:

Do you think the Valley receives adequate representation by the City of Los Angeles?

Submit your answer (not to exceed 50 words) and a headshot to [angela@vica.com](mailto:angela@vica.com) to be considered for inclusion in next week's VICA Weekly.

All responses must be received by 3 p.m., Thurs., Oct. 21 to be considered for inclusion in the Oct. 22 issue of VICA Weekly.

an audit this week of the workers' compensation program and City Attorney's office, which manages the program. The audit found that the program potentially cost the city \$3 million per year due to mismanagement and lack of budgetary accountability. [Click here](#) for more information.

#### ABOUT VICA

Presenting the business perspective on behalf of employers in the San Fernando Valley cities of Los Angeles, Burbank, Glendale, Calabasas, Hidden Hills, San Fernando and Santa Clarita.

Read more about VICA at [VICA.com](http://VICA.com) or read our [Guiding Principles \(PDF\)](#).

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## Committee reports

### Land Use - October 12

#### Hosted by: **The Beverly Garland Holiday Inn**

- Heard a presentation from Bill Roschen, president of the L.A. City Planning Commission.
- Heard an update about a draft Rent Stabilization Ordinance from Andrew Westall, Office of Councilman Herb Wesson.
- Recommended the board support the CALGreen ordinance that would apply to all new non-residential buildings and all new residential buildings up to 3 stories, effective Jan. 1, 2011.
- Recommended the board support the Community Care Facility Ordinance that would provide clear guidelines for state-licensed and unlicensed boarding homes in residential neighborhoods.

### Government Affairs - October 14

#### Hosted by: **Providence Tarzana Medical Center**

- Recommended the board support the Commission on Revenue Efficiency's (CORE) Blueprint on Reform on City Collections that offered 65 specific recommendations for improving collections and billing.
- Recommended the board oppose the expansion of the Hotel Worker Retention Ordinance.
- Recommended the board support vote-by-mail along with Neighborhood Vote Centers in L.A. city elections, as well as removing the cap on the maximum allowable amount that can be contained in the Matching Funds Program Trust Fund.
- Recommended the board oppose ranked choice voting and same-day voter registration reforms within the City of Los Angeles.

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#### Member Messages

##### **Get your message in VICA Weekly!**

VICA members can promote their business, events and news in VICA Weekly. Member messages are available for \$50 per week or \$175 for four weeks. Messages are text-based and may not contain more than 70 words. A logo may be added for an additional \$5 per week. For more information or to schedule your member message, [click here](#) or call Angela at 818.817.0545.

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