



# Business Roundtable August 2009

The **Business Roundtable** was created in 2006 to increase communication between Santa Monica's business community and the City. The thirty-member group of local business leaders meets regularly with government officials and works with the Chamber's Director of Government Affairs to identify, analyze, and address important issues affecting local businesses.

## 2009-2010 Members

- Bob Gabriel Co. Insurance
- The Bradmore Group
- David Forbes Hibbert AIA
- Greenberg Traurig LLP
- Harding Larmore Mullen Jakle Kutcher & Kozal LLP
  - Hines
  - Hotel Carmel
  - The Lobster
- Loews Santa Monica Beach Hotel
- M. David Paul & Associates
- Morley Builders
- Ocean Avenue Seafood
- Pacific Park on the Santa Monica Pier
- Perry's Beach Café & Rentals
- The RAND Corp.
  - Saint John's Health Center
  - Santa Monica College
- Santa Monica Ford Lincoln Mercury Subaru
- Santa Monica Place
- Santa Monica-UCLA Medical Center & Orthopedic Hospital
- Sheraton Delfina Santa Monica
- Shutters on the Beach & Hotel Casa Del Mar
- Southern California Disposal & Recycling Co.
  - Tegner-Miller Insurance Brokers
- Toyota Santa Monica
- Trammell Crow Co.
  - Viceroy Hotel

## Councilmember Gleam Davis Speaks on LUCE Politics

It will be a battle between "suburbanites vs. urbanists," "isolationists vs. realists," "car haters vs. people who think 'cars aren't so bad.'" Words spoken by Councilmember Gleam Davis highlighted areas of tension in the LUCE process at July's Land Use Committee meeting. Such key issues as commercial development, transportation management, and even aesthetic

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The vibrant Third Street Promenade comes alive at night

## Business Cares Update

On July 30, the Bayside District Corporation was honored by the Homelessness Committee as a "Business Cares" recipient for its work to help mitigate homelessness on our streets. In the meeting following the presentation, the committee discussed the city's "Street to Home" program as an attempt to move the most vulnerable homeless people off the streets and into sponsored housing. Through a "vulnerability index," the most destitute homeless people are identified for the program. Currently, the city has catalogued 368 potential candidates.



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Chamber President Laurel Rosen with Bayside Marketing Manager Debbie Lee (left) & Executive Director Kathleen Rawson (right)

## Convening a Convention

Earlier this month Jim Wunderman, President & CEO of the Bay Area Council, spoke to the Chamber's Government Affairs Committee on behalf of Repair California: Californians for a State Constitutional Convention. He outlined the many factors which have contributed to the state's problems. California has been a transitional best-to-worst story in areas such as schools and roads, which are challenges further complicated by a shaky water supply infrastructure and unfriendly business climate.

To ensure that a convention is called for, Wunderman and his council will submit initiative language to the Attorney General by September 25. Subsequently, there will be a race to collect two million signatures by April 16, 2010. The ballot measures will then go before the people in November 2010. The first measure would amend the Constitution to allow voters to call for a Convention, while the

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# Supporting a Healthy Business Climate

## **Land Use Meeting, Cont.**

guidelines were discussed. Aside from the LUCE aim to preserve Santa Monica's neighborhoods, Davis also addressed the necessities needed for small businesses to thrive in the community. The USC graduate and corporate attorney is in favor of Promenade renovations in an attempt to make the four-block strip of land more attractive, even stating her support for technological upgrades in the district's movie theaters. This, she hopes, will draw in more pedestrian traffic and further stimulate the economy.

With so many varying residential opinions about the future development, Davis acknowledges that, no matter what, some residents will be dissatisfied when the LUCE is complete. When asked why these issues were so contentious, she laughed and responded, "We're egocentric. It's a problem with the species."

## **Fixing the Constitution, Cont.**

second would actually call for it. If approved, the Convention would take place in 2011 with delegates potentially selected through a random "jury pool." Wunderman believes this "controlled random process" will ensure a nonpartisan foundation. In November 2012 the delegates' reform package would ratification by the people with the new Constitution taking effect shortly thereafter.



# Advocating a Vibrant Future Economy

## **City Partnership Spotlight**

In April, City Council set its eye on banning dry cleaners' use of petroleum solvents. Councilmembers knew of both environmentally efficient alternatives and dry cleaners that have successfully implemented such technologies, but could *all* dry cleaners in Santa Monica do the same? To answer this question, Councilman McKeown contacted the Chamber, which in turn contacted one of its members, Flair Cleaners. Within days, the Chamber was hosting a discussion among city officials and members of the dry cleaning industry. Two fact-filled hours later, much had been learned about the alternatives, but even more was left to consider.

Currently, city staff members are preparing a draft analysis of such information and, upon completion, discussion is set to resume in hopes of finding a sound resolution.

And yet again, through such Chamber-City partnerships, the job-providers and policy-makers of Santa Monica continue to demonstrate the lasting impact of joint action toward common goals.



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