Land Use, Construction & Housing Council
September 24, 2014
10 - 11:30 a.m.

1. Welcome and Self Introductions

2. Creating Economic Opportunity in the City of Los Angeles
   Jan Perry, General Manager, Economic and Workforce Development Department

3. Report on Mayor Eric Garcetti’s First Year in Office
   Kevin Keller, Director of Planning and Housing Policy, Office of the Mayor

4. Informational Items and Issues We’re Tracking Today
   • CEQA Reform (State and Local)
   • Seismic Resilience: Building Retrofit Ordinance(s) (City of LA)
   • Clean Up Green Up Initiative (City of LA)
   • Demolition Notification Ordinance (City of LA)
   • Incentive-Based Affordable Housing (State and City of LA)
   • Zoning Code Reform (City of LA)
   • Master Planned Development Zone Ordinance (City of LA)
   • LA City General Plan: Plan for a Healthy LA/Mobility Plan 2035 (City of LA)

Upcoming Chamber Events:
   • ACCESS City Hall: Tuesday, September 30th
   • Government and Fiscal Affairs Council Meeting: Thursday, October 16th
     Split Roll and Closing the Loophole in Proposition 13
   • SPECIAL Health Care Council Meeting: Wednesday, October 22nd
     Mental Health and Caring for the Homeless with Supervisor Antonovich

Next Council Meeting:
November 17, 2014 10 – 1130a.m.
Speaker: Councilman Jose Huizar (invited)
Jan Perry
General Manager
Economic and Workforce Development Department

Jan Perry is the General Manager of the Los Angeles Economic and Workforce Development Department (EWDD). Mayor Eric Garcetti appointed her as Interim General Manager in July 2013, named her to the permanent position in November 2013 and the City Council concurred on December 17, 2013.

The EWDD was created in July 2013 with a goal to spur business activity that creates jobs and develops a strong tax base. Ms. Perry possesses the energy, enthusiasm and dedication and a record of accomplishments that will drive the department forward to meet that goal. As the former Los Angeles City Councilmember for the 9th District, which includes Bunker Hill, Little Tokyo, and South Los Angeles, she was a lightning rod for major changes in the district’s infrastructure. This resulted in quality job development and training, and the development of housing at all income levels.

Over the past decade, Perry supported major redevelopment projects in Downtown Los Angeles that represented more than $15 billion in investment along with $40 million in City tax revenue, and the creation of more than 90,000 full-time jobs. From catalytic developments like LA Live to iconic developments like Our Lady of Angeles Cathedral to major public buildings like the new Police Administrative Building—Perry was at the forefront of ensuring that downtown moved forward to meet its potential as the economic engine for the entire region.

Her record of success led Mayor Garcetti to appoint Ms. Perry for the new role of leading an economic development rebirth of Los Angeles. Perry, along with the Mayor, shares a passion for revitalizing neighborhoods and improving the quality of life for all Angelenos. Ms. Perry leads a department of approximately 175 individuals that includes an economic development unit charged with brokering city loans, and bonds. On the workforce side, the Department oversees 18 WorkSource Centers that offer specialized training, resume development, a job bank and a number of career development services.

Her success will build on the notion that economic development and employment stimulates growth in a city, a demand for better housing, goods and services and better schools, parks and solid neighborhoods. This is the type of community where businesses want to locate. It is the cycle of community improvement rather than community despair.

Looking back on her accomplishments, Ms. Perry was all too familiar with the despair of the homeless because high poverty and Skid Row made up large swaths of her former Council District. As a Councilmember, she knew that tackling the challenges of homelessness was essential to creating a healthy city for everyone. A champion for the underserved, she successfully kept the city’s emergency shelter program open on a year-round basis and was a strong advocate for the development of affordable housing with supportive services for chronically homeless individuals, many who had been homeless for decades. The unwavering political will she exhibited on the issue of housing the homeless resulted in the development of more than 1,000 units of housing with support services on-site, and more were in the pipeline when she left office on June 30, 2013.

Perry earned her bachelor’s degree from the USC School of Journalism, cum laude, and her master’s degree from USC in public administration.
Kevin J. Keller
Director of Planning and Housing Policy
Officer of Mayor Eric Garcetti

As Director of Planning and Housing Policy for Mayor Eric Garcetti, Kevin is chief advisor to the Mayor on land use and development matters, including housing programs and homeless policy. Managing a team within the Mayor’s Office of Economic Development, Kevin works closely with General Managers of related city departments to coordinate city initiatives and attract investment through improved development services.

Previously, Kevin was a Senior Planner with the Department of City Planning, managing the Central Los Angeles, Westside, and San Fernando Valley regions, including the Hollywood Community Plan, Wilshire Grand redevelopment, and LA Live. He also served as Planning Deputy to Councilman Eric Garcetti, and Chief Planning Deputy to Councilwoman Cindy Miscikowski.

Kevin joined the City of Los Angeles in 1999, after receiving his master’s degree in urban planning from the Harvard University Graduate School of Design and his undergraduate degree in environmental studies from UCLA.
ACCESS L.A. City Hall
Be the voice of reform in City Hall
JOBS • BUSINESS • ECONOMY • NOW

Tuesday, Sept. 30 | 7 a.m. Registration

Join the L.A. Area Chamber for an action-oriented morning at City Hall. Meet with elected officials about the issues that matter most to the business community of the Southern California region.

$15 admission includes:
► Breakfast
► Meet and greet with elected officials
► Los Angeles City Council Districts 2014 Economic Report

RSVP at lachamber.com/accesslacityhall

THANK YOU TO OUR SPONSORS

GOLD
Chevron
Clear Channel Outdoor
DoubleLine

SILVER
Southern California Gas Company
A Sempra Energy utility

AC Martin Partners/Martin Project Management, LLC
Part of Los Angeles Westfield Corporation, Inc.

AT&T
Automobile Club of Southern California

BRONZE
Apumac, LLC
California State University, Dominguez Hills
Cedars-Sinai Health System
City of Hope - Medical Center

DFS North America
First 5 LA
Grifols Inc.
JMB Realty Corporation
JP Morgan Chase Bank, N.A.
Kilroy Realty Corporation

Mercury Air Group, Inc.
Metra
State Farm Insurance Companies
Verizon
Yellow Cab Co.

For more information or to register, visit lachamber.com/accesslacityhall.
Principal for a Day, Partnership for the Future

Take the first step to developing partnerships that strengthen both the education system and tomorrow’s workforce. Join hundreds of business and community leaders in an exchange to share ideas, resources and a sense of responsibility for our schools.

Business Leaders ➤
Principal for a Day provides Los Angeles business leaders firsthand experience in today’s educational setting. Shadow a principal, administrator or lead teacher to learn more about the successes achieved and the challenges faced, along with interacting with students who aspire to enter your industry or profession.

Educators ➤
Develop relationships with business and community leaders who are interested in investing time, energy and resources into local schools. Participation in Principal for a Day can be the first step to lay the foundation for future partnership opportunities.

Principal for a Day Shadowing ➤
Week of Oct. 6-10

Culmination Luncheon ➤
Friday, Oct. 10
Noon - 2 p.m.

Location ➤
The L.A. Hotel Downtown
- A Hyatt Affiliate Hotel
333 S. Figueroa St.
Los Angeles, CA 90071

Please mark your calendar to attend. For registration information, please visit lachamber.com/pfad.

For information about the program or sponsorship opportunities, contact: Geraldine Contreras-Jaimez, 213.580.7552 or gecontreras@lachamber.com.

Thank you to our sponsors:

The Disney Company
We're always with you.”