

**From:** Malick, Mike Mike.Malick@marcusmillichap.com  
**Subject:** RE: We need you at City Hall tomorrow at 1:00 PM for the City's first hearing on raising the LA Minimum Wage - Please respond ASAP!  
**Date:** October 27, 2014 at 4:21 PM  
**To:** Steven Whiddon steven@mediadistrict.org, Laurie Goldman lauriegoldman@earthlink.net

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Thank you both!

I have meetings that will prevent me from attending. Is it worth asking other board members to attend?

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**From:** Steven Whiddon [mailto:steven@mediadistrict.org]  
**Sent:** Monday, October 27, 2014 4:15 PM  
**To:** Laurie Goldman  
**Cc:** Malick, Mike  
**Subject:** Re: We need you at City Hall tomorrow at 1:00 PM for the City's first hearing on raising the LA Minimum Wage - Please respond ASAP!  
**Importance:** High

good to know my instincts were correct.

Steven Whiddon  
Executive Director  
Hollywood Media District  
[steven@mediadistrict.org](mailto:steven@mediadistrict.org)  
O. 323-860-0025  
F. 323-860-0026

On Oct 27, 2014, at 3:05 PM, Laurie Goldman wrote:

I had lunch with MOF today – we need to turn folks out to testify in support of additional studies. MOF tells me that the Chair, CM Price will tie both motions together which will make testifying difficult. Confidentially, the Mayor is going after MOF on his motion! I've cancelled my appts for tomorrow to testify for MOF.

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**From:** Shahenian, Nicole [mailto:Nicole@hollywoodchamber.net]  
**Sent:** Monday, October 27, 2014 2:59 PM  
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The Economic Development Committee Hearing will take place Tuesday, October 28<sup>th</sup> at 1:00 PM in Council Chamber (Room 340). Should you need parking please email William Ayala of Mitch O'Farrell's Office, with the make, model and license plate information of your car. William can be contacted at [william.ayala@lacity.org](mailto:william.ayala@lacity.org)

Councilmember O'Farrell is elevating the policy discussion regarding the citywide minimum wage by placing an emphasis on small business and nonprofit organization needs. Attached is a copy of the motion he introduced that will be discussed at committee tomorrow (Item no. 2 on agenda). ***It is very important that the business community show up to support Council Member O'Farrell's study on the effects of the minimum wage increase on the business and non-profit sectors. It is essential that this study be completed before the City acts on implementing such a drastic increase in the City's minimum wage.***

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#### **SUGGESTED TALKING POINTS:**

- As a business owner in Los Angeles, I wholeheartedly agrees that poverty in Los Angeles needs to be addressed and that no person working full time should be living in poverty. It is appalling that Los Angeles leads the nation in its poverty rate. However, I believe that the best way to help people climb out of poverty is to create a robust economic environment to attract businesses and encourage them to stay and create good-paying jobs.
- Any discussion of an increase to the minimum wage must be one part of a larger plan with concrete steps to grow our economy, increase private sector jobs, and bring new businesses to Los Angeles.

- It is imperative that a thorough and proper analysis of the far reaching consequences of a minimum wage increase will be a priority of the Council. The O'Farrell/Blumenfeld motion helps ensure that a deliberative process, that takes into account the overall impacts of a wage increase on the LA economy, will be followed.
- I agree with the Hollywood Chambers position that any increases in the minimum wage be coupled with policy changes aimed at mitigating the negative effects that the wage increase will have on the Los Angeles business community and the ability to grow a strong base of new jobs in the City.
- My support of a minimum wage increase is contingent upon the following:

**1) Provide a Longer Phase in period to get to \$13.25 Minimum Wage**

There are tremendous ancillary costs associated with any wage increase. ***Businesses will have to absorb the additional increases in payroll taxes, workers compensation insurance, and unemployment insurance, to name a few.*** These increased taxes are not part of a City wage increase per se, but nonetheless create an insurmountable situation for many of our businesses that are barely surviving in today's Los Angeles business climate. ***I urge the City to extend phase in of the wage increase until at least 2020 to give businesses adequate time to plan and hopefully better absorb the impacts that will come with the increase.*** The State minimum wage will be increasing to \$10 an hour on January 1, 2016. This means Angelenos will already be adjusting to a \$2 an hour wage increase in a two-year period.

**2) Need for Immediate and Comprehensive Reform of the LA Business Tax**

I am extremely concerned that a city-wide minimum wage will put Los Angeles businesses at a competitive disadvantage. ***To mitigate the adverse impacts of the wage increase policy I ask that any increase in the City's minimum wage be accompanied by a simultaneous plan to aggressively reduce and reform the LA Business Tax.***

The most visible and potent of the identified barriers to job creation is L.A.'s gross receipts tax. I ask that you work with the City Council to immediately adopt reform measures comparable to what had previously been recommended by the Mayor's Business Tax Advisory Council, which calls for a phased and prudent elimination of the gross receipts tax with checkpoints along the way to ensure no disruptive impacts to the City's general fund revenues.

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A creative and business-friendly initiative like the BTAC proposal to eliminate the Gross Receipts tax over the next 15 years, with appropriate safeguards and revenue measures in place, would send a strong message to the broader business community that the City is

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### 4) Carve-Out for Non-profit organizations

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Warmest Regards,

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**Nicole Janelle Shahenian**

Vice President, Public Policy

<image019.jpg>

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<clk.committeeanend281191049\_10282014.html>

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*Yliscu Shehenian*

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Vice President, Public Policy



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Bonin Koretz.pdf





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