

**SAN FERNANDO VALLEY  
COUNCIL OF GOVERNMENTS**

A Joint Powers Authority

**BOARD OF DIRECTORS  
MEETING AGENDA**

Thursday, January 12, 2012 – 10:00 a.m.

Valley Municipal Building, Council Chambers  
14410 Sylvan Street, 2nd Floor  
Van Nuys, California 91401

**BOARD OF DIRECTORS**

MEMBERS

Chair: Council Member Ara Najarian, City of Glendale

Vice-Chair: Councilmember Dennis Zine, 3rd District, City of Los Angeles

Supervisor Zev Yaroslavsky, 3rd Supervisorial District, County of Los Angeles

Supervisor Mike Antonovich, 5th Supervisorial District, County of Los Angeles

Mayor Laurie Ender, City of Santa Clarita

Mayor Mario Hernandez, City of San Fernando

Mayor Jess Talamantes, City of Burbank

Councilmember Paul Krekorian, 2nd District, City of Los Angeles

Councilmember Tom LaBonge, 4th District, City of Los Angeles

Councilmember Paul Koretz, 5th District, City of Los Angeles

Councilmember Tony Cárdenas, 6th District, City of Los Angeles

Councilmember Richard Alarcón, 7th District, City of Los Angeles

Councilmember Mitchell Englander, 12th District, City of Los Angeles

STAFF

SFVCOG Treasurer: Mark J. Saladino, Treasurer, County of Los Angeles

SFVCOG Secretary: Robert L. Scott

Robert L. Scott, Executive Director, San Fernando Valley COG

Thomas J. Faughnan, Principal Deputy County Counsel, County of Los Angeles

Arletta Maria Brimsey, Deputy City Attorney, City of Los Angeles

---

Meetings of the SFVCOG are recorded and/or videotaped by LA CityView Channel 35 and are viewable at [www.lacity.org](http://www.lacity.org)

A person with a disability may contact the San Fernando Valley Council of Governments at least 72 hours before the scheduled meeting to request receipt of an agenda in an alternative format or to request disability-related accommodations, in order to participate in the public meeting, to the extent feasible.

The entire agenda package and any meeting related writings or documents provided to a majority of the Board of Directors after distribution of the agenda package, unless exempt from disclosure pursuant to California Law, are also available. Email at [info@sfcog.org](mailto:info@sfcog.org) phone at 818-712-9500 for accommodation.

---

## **CALL TO ORDER — San Fernando Valley Council of Governments (SFVCOG)**

1. CALL TO ORDER — Ara Najarian, Chair
2. ROLL CALL
3. PLEDGE OF ALLEGIANCE
4. PUBLIC COMMENTS

*At this time members of the public can address the San Fernando Valley Council of Governments Board of Directors (Board) regarding any items within the subject matter jurisdiction of the agency that are not separately listed on this agenda, subject to time restrictions, by filling out a Public Comment Card and submitting that card to the Secretary. Members of the public will have an opportunity to speak on agenda items at the time the item is called for discussion. No action may be taken on items not listed on the agenda unless authorized by law. Whenever possible, lengthy testimony should be presented to the Board in writing and only pertinent points presented orally.*

## **CONSENT CALENDAR**

*All items listed under the Consent Calendar are considered to be routine and may be enacted by one motion. Prior to the motion to consider any action by the Board, any public comments on any of the Consent Calendar items will be heard. There will be no separate action unless members of the Board request specific items to be removed from the Consent Calendar.*

5. MINUTES – Review October 13, 2011 Board of Directors Minutes.

Requested Action: Approve Minutes

6. FINANCIAL REPORTS — Review summary financial reports

Requested Action: Receive and file

## **REGULAR CALENDAR**

*The Board of Directors may take action on the following items*

7. CHAIRMAN'S REPORT

*Updates, remarks and recommendations from the Chair of the Board*

- a. Steering Committee
- b. SCAG Subregion and Activities
- c. Metro Northern Corridor Cities Meeting
- d. General Comments

8. EXECUTIVE DIRECTOR'S REPORT

*Report from the Executive Director regarding meetings, developments and correspondence*

Requested Action: Discuss as indicated; agendize or receive and file.

## **INITIATIVES AND EVENTS**

9. WATER QUALITY IMPROVEMENT PROGRAM - Action on prior presentation by Russ Bryden, Parcel-based funding for new water cleanup projects

Requested Action: Discuss and consider recommendation to Board of Supervisors, Los Angeles County for February 2012 vote on proposed ballot measure

10. TRANSPORTATION STRATEGIES PRESENTATION — Board Member LaBonge CD-4 LA

Requested Action: Discuss, agendize for ongoing action by Transportation Committee

11. TRANSPORTATION COMMITTEE REPORT - Jess Talamantes

- a. Committee Formation, Meeting Dates and Regional Strategies
- b. Valley Mobility Summit 2012 - Content Proposals
- c. Strategic Partner Agencies: Metro, SCAG, Metrolink, AQMD, OLDA, Golden State Gateway, Port of Los Angeles, FAST
- d. High-Speed Rail/Express Rail Discussion

Requested Action: Receive and File

12. ECONOMIC DEVELOPMENT & REGIONAL PROSPERITY

- a. Higher Education Coalition - Formation Status - Susan Carleo PhD

Requested Action: Receive and File

13. CAPACITY BUILDING: FUNDERS SUMMIT — Event to cultivate increased philanthropic awareness of the region and an increase in per capita share of resources

Requested Action: Continued support, participation and promotion by members. Approve project budget expenditures up to revenues received, including reimbursement of expenses advanced.

14. VALLEY FAIR, CA 51st AGRICULTURAL DISTRICT ASSOCIATION — Progress, disposition and venue

15. COMMUNICATIONS — Update by Greg Simay, Manager, Burbank Engineering Dept. — Interoperable Communications in the LA Region

Requested Action: Discuss and consider inter-jurisdictional recommendation.

## **CLOSING**

### **16. ITEMS FOR FUTURE AGENDAS**

Members are invited to suggest additional items to be brought forward for discussion at future SFVCOG Board of Directors meetings. Collaborative Initiatives for Discussion

### **17. GENERAL ANNOUNCEMENTS**

Members are invited to announce items/activities which may be of general interest to the SFVCOG Board of Directors.

### **18. FUTURE MEETINGS — Regular meetings of the SFVCOG Board of Directors and Committees — Calendar**

Requested Action: Review and Distribution of 2012 Calendar

### **19. ADJOURNMENT**

## San Fernando Valley Council of Governments:

My name is Nolan Blake, I have lived in the San Fernando Valley my whole life and have always thought it is a great place to live. What I discovered a couple months ago is that us valley residents are paying lots of tax dollars, but very little of that comes back to us due to the low income in the rest of Los Angeles. Basically, it is unfair that they are taking our hard earned money and we do not get our fair share in services. But I have come up with great idea that will help generate more revenue for the San Fernando Valley and not have to hassle with Los Angeles's Government over fair shares.

I was driving around the valley and I notice that off the freeway, there was the city of San Fernando, which I never knew San Fernando was its own city. Right off the 118 heading north into San Fernando, there is a bunch of open space with old factories that I don't think needs to be there. So maybe the old factories could get torn down and build a MLS (Major League Soccer) stadium with about 20,000-40,000 seats and 10,000-15,000 parking spaces. The stadium will be the main attendant for the MLS team for U.S. matches and international matches against other countries, but can also host football games, lacrosse, rugby, outdoor concerts, high school and college football and soccer matches, Festivals, farmer's markets, etc.. A stadium this size would cost only about \$100-\$150 million which is far less then any other major sport in the country, football stadiums are about \$1 billion and baseball and basketball arenas are about \$500 million, so choosing soccer would be a good pick as we could still get all sorts of revenue at a affordable price. If it is done right, a state of the art stadium will last a lifetime. As a suggestion, I would have it be environmental friendly, so I think having solar panels installs on the outsides/on rooftop could really help.

I would like to recommend that the team's name be title the San Fernando Valley (name of mascot), not the Los Angeles (name of mascot), and not Los Angeles (name of mascot) of the San Fernando Valley. I would like to recommend the perfect mascot for the team, the "SHAKERS" it is a name that describe the area after two big earthquakes in 1972 and 1994 along with several mini quakes. The Valley has been looking for an identity of its own and I think this would be a perfect choice to go after. Not only does it help recognize us to the United States, but also the entire world. Soccer is the most popular sport in the world and every day I always see people young and old out on public parks playing soccer.

I would like the stadium to be planted in the city of San Fernando to honor the fact that San Fernando was the first town ever discovered by the Spanish American Indians in the 18<sup>th</sup> century and to not have all the revenue go to downtown Los Angeles where who knows what will happen to it. This way revenue such as sales tax, parking fees, and other such usages will go to the city of San Fernando, not Los Angeles, that way you guys as the SFVCOG will have control of the revenue that comes in from the stadium, and it can be spread around the whole valley so the valley will get more money for services, grants, and many more things. If possible I would to try and see if the city of San Fernando's city boundary could be extended a little bit south to the 118 freeway, so we don't have to cram everything into a tiny little space and we would have more room to work with.

I was also thinking that if there was some way for possibly the SFVCOG to own the team, or to have it be publicly owned so that all money, taxes, revenue, income from the franchise back to the valley. This idea was inspired to me by the Green Bay Packers of the NFL and look how successful it was for them and I thought if they could do it, why not us? To me having the team being like the Green Bay Packers where they give back to the community is very important to me and I think more franchises should do the same. If the stadium were to raise about \$100 million a year and there is about 2 million residents in the Valley including Burbank, Glendale, San Fernando and Santa Clarita, that would be about \$50 a person. I don't think the team should be owned by someone who wants to make money for themselves, to me that is just wrong. Being fan family friendly to me is the better way to go. I know some made argue and say that Los Angeles already has two MLS teams and doesn't need a 3<sup>rd</sup>. But the true is Chivas USA isn't so much of a LA team as the owner creating it for the Mexican population, so LA really only has one team, and not everyone has easy access to the Home Depot Center in Carson. For our stadium, it has easy freeway access to the 118, 405, 5, 210, and 170 freeways that wouldn't take a lot of time for most fans.

If you have any questions or need clarification, please feel free to email me at [nolanblakela@yahoo.com](mailto:nolanblakela@yahoo.com)

Thank you very much for taking the time to read this.

Sincerely,

Nolan Blake

**SAN FERNANDO VALLEY  
COUNCIL OF GOVERNMENTS**

A Joint Powers Authority

**BOARD OF DIRECTORS  
MINUTES OF THE MEETING**

Thursday, October 13, 2011 – 10:00 a.m.

Valley Municipal Building, Council Chambers  
14410 Sylvan Street, 2nd Floor  
Van Nuys, California 91401

**BOARD OF DIRECTORS**

MEMBERS

Chair: Council Member Ara Najarian, City of Glendale  
Vice-Chair: Councilmember Dennis Zine, 3rd District, City of Los Angeles

Supervisor Zev Yaroslavsky, 3rd Supervisorial District, County of Los Angeles  
Supervisor Mike Antonovich, 5th Supervisorial District, County of Los Angeles  
Mayor Laurie Ender, City of Santa Clarita  
Mayor Mario Hernandez, City of San Fernando  
Mayor Jess Talamantes, City of Burbank  
Councilmember Paul Krekorian, 2nd District, City of Los Angeles  
Councilmember Tom LaBonge, 4th District, City of Los Angeles  
Councilmember Paul Koretz, 5th District, City of Los Angeles  
Councilmember Tony Cárdenas, 6th District, City of Los Angeles  
Councilmember Richard Alarcón, 7th District, City of Los Angeles  
Councilmember Mitchell Englander, 12th District, City of Los Angeles

STAFF

SFVCOG Treasurer: Mark J. Saladino, Treasurer, County of Los Angeles  
SFVCOG Secretary: Robert L. Scott  
Robert L. Scott, Executive Director, San Fernando Valley COG  
Thomas J. Faughnan, Principal Deputy County Counsel, County of Los Angeles  
Arletta Maria Brimsey, Deputy City Attorney, City of Los Angeles

---

**CALL TO ORDER — San Fernando Valley Council of Governments (SFVCOG)**

1. CALL TO ORDER — Ara Najarian, Chair

The meeting was called to order by Chair Najarian at approximately 10:30 a.m.

2. ROLL CALL

Quorum established (11 members): Chair Councilmember Najarian, Vice Chair Councilmember Zine, Ben Saltsman for Supervisor Yaroslavsky, Mayor Hernandez, Greg Herrmann for Mayor Talamantes, Mayor Pro-Tem Ender, Councilmember Krekorian, Councilmember LaBonge, Councilmember Koretz, Jim D'Antona for

Councilmember Cardenas, Phyllis Winger for Councilmember Englander. Absent: Supervisor Antonovich and Councilmember Alarcón.

### 3. PLEDGE OF ALLEGIANCE

The pledge of allegiance was led by Mayor Hernandez.

### 4. PUBLIC COMMENTS

*At this time members of the public can address the San Fernando Valley Council of Governments Board of Directors (Board) regarding any items within the subject matter jurisdiction of the agency that are not separately listed on this agenda, subject to time restrictions, by filling out a Public Comment Card and submitting that card to the Secretary. Members of the public will have an opportunity to speak on agenda items at the time the item is called for discussion. No action may be taken on items not listed on the agenda unless authorized by law. Whenever possible, lengthy testimony should be presented to the Board in writing and only pertinent points presented orally.*

Peter McCarty Co-Chairman of the San Fernando Valley Green Team and Project Manager on the I-5 Corridor Study provided a brief update on their study which focuses on aerospace and defense, arts and entertainment, the biotech industry and green technologies.

### CONSENT CALENDAR

*All items listed under the Consent Calendar are considered to be routine and may be enacted by one motion. Prior to the motion to consider any action by the Board, any public comments on any of the Consent Calendar items will be heard. There will be no separate action unless members of the Board request specific items to be removed from the Consent Calendar.*

### 5. MINUTES – Review July 14, 2011 Board of Directors Minutes.

Requested Action: Approve Minutes

Vice-Chair Zine made a motion to amend the Minutes to remove Greg Smith from the first page and add Mitchell Englander as the current Director.

On motion of Director Hermann, seconded by Director Ender, and unanimously carried, the minutes were approved as amended by Vice-Chair Zine.

### 6. FINANCIAL REPORTS — Review summary financial reports Fourth Quarter, FY 2010-2011

Requested Action: Receive and file

On motion of Director Hermann, seconded by Director Ender, and unanimously carried, the reports were received and filed.

### REGULAR CALENDAR



*The Board of Directors may take action on the following items*

## **ACTION ITEMS**

### **7. CHAIRMAN'S REPORT**

*Updates, remarks and recommendations from the Chair of the Board*

- a. METROLINK — Antelope Valley Line, Infrastructure Improvement Plan

Chair Najarian provided a brief update on the MTA study of the Antelope Valley Line that will be funded by Measure R with the goal of improving existing infrastructure to increase the level of service and safety.

### **8. EXECUTIVE DIRECTOR'S REPORT**

*Report from the Executive Director regarding meetings, developments and correspondence*

Requested Action: Discuss as indicated; receive and file.

Robert Scott, Executive Director presented this item.

- a. New dates and frequency for Board meetings — Discussion

[Item 8a. Meeting Date, Poll Results]

Members were polled as to preferred date and frequency of meetings. The general consensus was not to change from quarterly on the second Thursday in January, April, July and October.

- b. Additional meetings — possible creation of Steering (Exec) Committee, with complementary scheduling in afternoons of TAC Thursdays. Consider rotating locations/hosting among member jurisdictions.

The Executive Director recommended the establishment of a Creation of a steering committee to assist the chair and executive director in issue and agenda development. The committee would be informal and consist of not more than six members of the board. Thus no formalization would be required.

Chair Najarian added that the SFVCOG can weigh-in on matters not directly within the COG's jurisdiction. The COG can take a position to encourage federal, state, and local agencies such as Metro, SCAG, CTC, etc. to support and encourage regional positions.

It was determined that it is within the purview of the chair to convene such an informal meeting—and that there should be a balance between big and small cities with possible rotation.

The executive director will discuss the technicalities of a Steering Committee with Chair Najarian and ensure that all cities are represented. It is recommended that the TAC meeting precede the Board of Director's meeting at 10 a.m. with the Steering Committee at 2 p.m.

The chair and executive director will develop the format and convene the meeting(s).

Board member LaBonge recommends a meeting just to discuss freeways: how are they working, where the choke points are, and where the money is being spent.

After discussion, the Executive Director agreed to meet with Director LaBonge in three weeks to discuss ideas for the Valley Mobility Summit.

- c. Civic Advisory Committee — Appointees — Funders Summit
- d. Transportation Committee — Appointees — Valley Mobility Summit
- e. Technical Advisory Committee — Member List — Staff

The Civic Advisory Committee has not yet convened is pending feedback from each member office of their recommendations/appointees. The first task of the committee will be the Funders Summit scheduled for May of 2012.

It is anticipated that the First task of the Transportation Committee will be the Valley Mobility Summit coming November 10, 2011.

The Technical Advisory Committee has begun to meet however there is no formal member list. It is preferred that we have a designated list of members to keep track of who the delegates are.

- f. Alternates — Documentation

Documentation of alternates is still incomplete. Members are also asked to assign a designated policy level liaison from each office to respond to any inquiries.

- g. ECONOMIC DEVELOPMENT — Discussion of Annual Report, *Los Angeles Strategic Plan for Economic Development*
- i. Educated Workforce
- ii. Business-Friendly Environment
- iii. Enhanced Quality of Life
- iv. Smart Land Use
- v. 21st Century Infrastructure

The annual report contains excellent goals, objectives and tactics. However, it is short on metrics to enable us to determine how we can really accomplish set goals. There is little hard evidence in terms of direct improvements to the economy brought about as a result of existing programming.

[Item 8h - LAEDC 2010 Progress Report Summary]

- h. ECONOMIC DEVELOPMENT — Interstate-5 Corridor Economic Development Plan 2010 Version (and 2007 Version)

Deferred - No action taken on this item

i. ECONOMIC DEVELOPMENT — Preservation of industrial lands  
[Item 8j. - Informational copy of Keyser Marston study]

Robert Scott, Executive Director presented this item and stressed the importance not eliminating or reducing the inventory of industrially-zoned property as it is an engine for good jobs. The Keyser Marston study presented is an example of how retail and residential entitlements multiply the value of industrial property. Once zoned to higher-value uses, the property is unlikely to ever return to industrial.

Vice Chair Zine expressed concern over entitled properties that gain value and are sold with no intention of building residential units leaving communities without the opportunity of creating jobs and revenue.

j. ECONOMIC DEVELOPMENT — Preview, Panama Canal Strategy  
[Item 8k. Panama Canal Challenge Article]

A video was presented to the board that addressed the current enlargement and improvement underway in the Panama Canal that will allow a percentage of trade and commerce to bypass the ports of Los Angeles and Long Beach and go directly to Gulf Coast and east coast ports, resulting in loss of jobs and business opportunities in the Los Angeles region.

Wally Baker, President of Jobs First Alliance, addressed the board on the impact to the Valley region of the goods brought through the ports.

More information will be provided at the Valley Mobility Summit.

k. ECONOMIC DEVELOPMENT — Higher Education Coalition — Progress  
Dr. Susan Carleo, President Los Angeles Valley College, Deborah diCesare, Dean of Academic Affairs and Economic Development

Robert Scott, Executive Director introduced this item.

Dr. Susan Carleo, president of Los Angeles Valley College addressed the board and expressed interest in working with other colleges to form a higher education coalition, and the need to begin discussions on how to work together effectively as a community.

Vice Chair Zine expressed concern over the lack of funding for community colleges and the numerous adults who are trying to obtain a higher education, and encouraged other regions to support funding.

Deborah diCesare PhD, added that they have great relationships in their college districts with the Los Angeles City Council in delivering short term training to help those actively seeking skillsets.

Chair Najarian instructed the executive director to report back at a the next meeting on ways the COG can be involved in advocating for increased funding for community colleges, the job centers, and workforce, possibly as a Steering Committee topic.

Executive Director Scott will ensure they have representation from each of the institutions to be involved in this initiative including Caltech, Pasadena, Occidental, Master's College, Pepperdine, Woodbury, Cal Arts, CSUN, UCLA, Cal Lutheran, Glendale Community College, Los Angeles Community Colleges, among others.

I. FHWA, EXPANSION — Comment: Jacob Waclaw, Dept. of Transportation. New CalSouth office located at: 888 S. Figueroa Ste 750, Los Angeles, CA 90117 — Expanded staff and services

Jacob Waclaw of the Federal Highway Administration addressed the Board on the expansion of their office and expressed interest in getting a better understanding of the San Fernando Valley and how both entities can work together to improve the Valley.

## **FISCAL & ORGANIZATIONAL**

9. FISCAL POLICY MANUAL — Presentation - Fiscal Policy Manual Oct 2011  
Requested Action: Approve the proposed Fiscal Policy Manual

Robert Scott, Executive Director presented this item and confirmed that the manual has been approved by County Counsel and the Auditor-Controller.

On motion of Director LaBonge, seconded by Vice Chair Zine, and unanimously carried, this item was approved.

10. BUDGET FY 2011-2012 — Presentation - Operating budget FY 2011-2012  
Requested Action: Approve operating budget for FY 2011-2012.

Robert Scott, Executive Director presented this item and confirmed that the budget is in conformity as discussed at the last meeting. At the request of Vice Chair Zine, bank statements will be submitted for review to ensure they reflect the reported budget. Executive Director Scott added that per the Executive Director of SCAG, funds are available for projects similar to I5 corridor study.

On motion of Director Ender, seconded by Vice Chair Zine, and unanimously carried, this item was approved.

11. MAP OF THE COG REGION — San Fernando Valley Council of Governments, core area of interest and representation  
Requested Action: Adoption of map in principle

Robert Scott, Executive Director presented the map that includes parks and other features. This map was created with the assistance of the City of San Clarita as to northern boundaries and the City of Glendale as to southeastern boundaries.

On motion of Director LaBonge, seconded by Director Ender, and unanimously carried, the map was adopted in principle—without limitation as to spheres of influence and areas of interest—and subject to possible future amendment.

## 12. WORK PROGRAM — FY 2011-2012 "San Fernando Valley Council of Governments Work Program."

Requested Action: Adopt FY 2011-2012 Work Program

Robert Scott, Executive Director presented this item and suggested delegating certain items of urgency to the Steering Committee to complete between meetings. Ben Saltsman suggested amending Page 6 from ~~un~~precedented initiatives" to ~~an~~ initiatives".

Director LaBonge excused himself from the meeting, Lisa Schechter served as an alternate in his place. Before departing he thanked Director Zine for honoring the Daily News last Friday and announced that today was the Daily News 100<sup>th</sup> Anniversary and encouraged all to obtain a copy of the special edition.

Glenn Bailey, Coordinator of The Friends Sepulveda Basin addressed the Board and requested the LA River and Transportation for bicycling be included in the environmental section as there is a lack of description relating to these issues that are of interest to the San Fernando Valley.

On motion of Director Krekorian, seconded by Director Koretz, and unanimously carried, the work program was approved as amended by Ben Saltsman and to include the recommendations of Mr. Bailey regarding the LA River and the bicycling component of transportation advocacy.

## 13. SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG) — Liaison, Sylvia Patsaouras

a. SUBREGION —Creation of a 15th Southern California Association of Governments Planning Subregion to include the geographic San Fernando (Census County Division) and Santa Clarita ("One Valley One Vision" planning area) Valleys.

Requested Action: Confirm action of the Southern California Association of Governments in creating a 15th Planning Subregion for the geographic San Fernando (Census County Division) and Santa Clarita (One Valley One Vision) Valleys.

Robert Scott, Executive Director presented this item clarifying that there is no intention to bifurcate the City of Los Angeles or to force the City to do anything they are not inclined to do, which is consistent with the Joint Powers Agreement language.

Sylvia Patsaouras of SCAG addressed the board and clarified the SCAG works with the subregions informally. The request to this board was a letter asking to become a subregion, identifying the boundaries of the subregion. It does not mean that the City of Los Angeles, in its totality, will not also remain a subregion. The boundary is based on how SFVCOG establishes itself.

On motion of Director Ender, seconded by Vice Chair Zine, and unanimously carried, this item was approved.

b. APPOINTMENTS TO SCAG POLICY COMMITTEES — As a SCAG Subregion the San Fernando Valley Council of Governments is entitled to make three appointments to the three main policy committees of SCAG

- i. Community, Economic and Human Development (CEHD)
- ii. Energy and Environment Committee (EEC)
- iii. Transportation Committee (TC)

Requested Action: Establish and undertake a process to appoint three member officials

Robert Scott, Executive Director presented this item. Sylvia Patsaouras clarified that appointments and rotations are decided by the board and can be on an annual or biannual basis.

Chair Najarian made a motion that the cities submit their request to the chair's office. Upon consideration by the chair, vice chair and executive director candidates will be selected to serve two-year rotating terms.

In response to a question by Director Koretz, Ms. Patsaouras clarified that all Los Angeles City Councilmembers are also have a voting seat on the SCAG Regional Council—and as such are entitled to participate in policy committees. Those interested may contact her and she will inform the president to make arrangements.

On motion by Chair Najarian, seconded by Vice Chair Zine, and unanimously carried, this item was approved with Chair Najarian's aforementioned motion.

## **INITIATIVES AND EVENTS**

14. TRANSPORTATION: VALLEY MOBILITY SUMMIT 2011 — Event hosted by San Fernando Valley Council of Governments, scheduled for November 10, 2011  
Requested Action: Solicit support, participation and promotion for the event by SFVCOG board members and member jurisdictions. Approve project budget expenditures up to revenues received, including reimbursement of expenses advanced.

Robert Scott, Executive Director presented this item and provided a brief summary on the approach of the summit and sponsorships, making the event revenue neutral. Everyone was encouraged to confirm their attendance and help publicize the event.

Faramarz Nabari, Legislative Director of the Transit Coalition addressed the board and thanked the SFV COG for organizing the Valley Mobility Summit. He encouraged the COG to be involved in Metro's public hearing process and encouraged Metro to study the Van Nuys and Sepulveda Pass Corridors together.

On motion of Vice Chair Zine, seconded by Director D'Antona, and unanimously carried, the project budget expenditure plan was approved "up to revenues received, including reimbursement, and cost neutral to the annual budget."

15. TRANSPORTATION: BOB HOPE AIRPORT — Briefing and preview of the "Transportation Center" for Valley Mobility Summit 2011

Requested Action: Receive and file

Robert Scott, Executive Director introduced this item.

Dan Feger, Executive Director of the Bob Hope Airport provided a PowerPoint presentation and addressed two initiatives: 1) the Ground Access Study that the Airport Authority is moving forward with, and 2) Shaping the future of the airport. Mr. Feger added that the Airport Authority is planning to build a regional intermodal transportation center; bids and construction are scheduled to begin the first quarter of 2012.

16. CAPACITY BUILDING: FUNDERS SUMMIT — Event co-sponsored with the San Fernando Valley Community Foundation, Valley Non-Profit Resources, MEND and the Valley Economic Alliance to cultivate increased philanthropic awareness of the region and an increase in per capita share of resources

Requested Action: Continued support, participation and promotion by members. Approve project budget expenditures up to revenues received, including reimbursement of expenses advanced.

Robert Scott, Executive Director presented this item and reported he is working with various foundations in obtaining sponsorships for a half day event in May 2012 that is revenue neutral.

On motion of Director D'Antona, seconded by Vice Chair Zine, and unanimously carried, this item was approved.

## **REGIONAL ISSUES**

17. VALLEY FAIR, CA 51st AGRICULTURAL DISTRICT ASSOCIATION — Progress, disposition and venue. Zine/Englander.

Robert Scott, Executive Director presented this item. Discussion ensued on a hosting site for the fair and the need for SFV COG support for the next year, a draft letter was presented.



Glenn Bailey addressed the Board and urged the SFV COG to coordinate with the Woodland Hills Warner Center Neighborhood Council and the Woodland Hills Homeowners Association.

On motion of Vice Chair Zine, seconded by Director Koretz, the Board approved a letter encouraging the use of Pierce College as the site of the San Fernando Valley Fair.

Later in the meeting Director Koretz received confirmation that Scott Svonkin member of the Board of Trustees offered to help with this issue. Executive Director Scott will work with Director Koretz to convene a meeting to discuss further.

18. COMMUNICATIONS — Briefing by Greg Simay, Manager, Burbank Engineering Dept. —Interoperable Communications in the LA Region  
Requested Action: Discuss and consider recommendation to agencies

Greg Simay addressed the Board and expressed concern of the Valley's aging radio system and spoke about the principal challenges of improving communications. An update will be provided at the TAC meeting.

19. WATER QUALITY IMPROVEMENT PROGRAM - Presentation by Russ Bryden, Parcel-based funding for new water cleanup projects  
Requested Action: Discuss and consider recommendation.

Mark Pestrella, Assistant Director of Public Works addressed the Board and presented the Water Quality Improvement Initiative that the County and City of Los Angeles are working together on to permit a specific source of funding allowing a larger impact on water quality. Mr. Pestrella offered to visit each Councilmembers office to discuss any concerns and provide more information prior to the Board's consideration in February 2012.

Ben Saltsman made a motion to support the initiative and direct the Executive Director to work with the TAC Committee and the Steering committee to support the ordinance prior to Board action in February. Chair Najarian requested this item be placed on the January agenda for recommendation and action in support of the initiative.

## **CLOSING**

### **20. ITEMS FOR FUTURE AGENDAS**

Members are invited to suggest additional items to be brought forward for discussion at future SFVCOG Board of Directors meetings. Collaborative Initiatives for Discussion

There were no items presented for discussion at a future meeting.

### **21. GENERAL ANNOUNCEMENTS**

Members are invited to announce items/activities which may be of general interest to the SFVCOG Board of Directors.



There were no general announcements made.

22. FUTURE MEETINGS — Regular meetings of the SFVCOG Board of Directors and Technical Advisory Committees

Technical Advisory Committee: Thursday December 8, 2011, 10:00 am  
Board of Directors: Thursday January 12, 2012, 10:00 am  
Steering Committee: Will be scheduled within three weeks.

23. ADJOURNMENT

There being no further business to discuss, the meeting was adjourned at 12:32 p.m.

**SAN FERNANDO VALLEY COUNCIL OF GOVERNMENTS  
JOINT POWERS AUTHORITY  
STATEMENT OF RECEIPTS AND DISBURSEMENTS  
OCTOBER 1, 2011 THROUGH DECEMBER 31, 2011**

**Fund V54/Org 55665**

Cash Balance, October 1, 2011	\$	52,199.98
-------------------------------	----	-----------

Receipts:

Interest Earnings	10/1/2011	\$	54.78
Interest Earnings	11/1/2011		47.55
Interest Earnings	12/1/2011		41.14
Valley Mobility Summit Receipts	11/23/2011		7,346.77

Total Beginning Cash Balance and Receipts	\$	59,690.22
---	----	-----------

Disbursements:

AD AU A1200131412 - The Valley Economic Alliance- Inv: 2012-06	\$	4,000.00
AD AU A1201152868 - Airtel Plaza Hotel		3,286.43
AD AU A1201190934 - Richard Ashnault		761.25
AD AU A1201192404 - Randy Witt		1,000.00
AD AU A1201192404 - Randy Witt		300.00
AD AU A1200583035 - The Valley Economic Alliance- Inv: COG1111		4,000.00

Total Disbursements	\$	13,347.68
---------------------	----	-----------

Cash Balance, December 31, 2011	\$	46,342.54
---------------------------------	----	-----------

**Annual Dues Outstanding - FY2011-2012**

	<u>Bill Date</u>	<u>Dues</u>
City of Burbank	08/10/11	\$10,000.00
City of Los Angeles	08/10/11	10,000.00
City of San Fernando	08/10/11	10,000.00

**Annual Dues Outstanding - FY2010-2011**

	<u>Bill Date</u>	<u>Dues</u>
City of Los Angeles	09/02/10	10,000.00

Prepared by  
Los Angeles County  
Department of Auditor-Controller  
Accounting Division  
MRS 01/06/12



# General Ledger Summary Activity By Day

December 01, 2011 - December 31, 2011

Fiscal Year: 2012

Fiscal Period: 6

Department: AU Aud-Contrlr

Fund Class: AU25 Actg Div-JPAs

Fund: V54 SFVCOG

Balance Sheet	Balance Sheet	Balance Sheet	Record Date	Document Code	Beginning Balance	Debits	Credits	Ending Balance
Category	Class	Account	Date	Code				
<b>Asset</b>								
1A Pooled Cash & Investments								
100 Cash								
1000 Cash								
			12/01/2011	JVA	55,649.08	41.14	.00	55,690.22
			12/06/2011	AD	55,690.22	.00	(3,286.43)	52,403.79
			12/08/2011	AD	52,403.79	.00	(6,061.25)	46,342.54
					<b>\$55,649.08</b>	<b>\$41.14</b>	<b>(\$9,347.68)</b>	<b>\$46,342.54</b>
		<b>Total for 1000 Cash</b>						
					<b>\$55,649.08</b>	<b>\$41.14</b>	<b>(\$9,347.68)</b>	<b>\$46,342.54</b>
		<b>Total for 100 Cash</b>						
					<b>\$55,649.08</b>	<b>\$41.14</b>	<b>(\$9,347.68)</b>	<b>\$46,342.54</b>
		<b>Total for 1A Pooled Cash &amp; Investments</b>						
1J Other Receivables & Loans Rece								
125 Interest Receivable								
1450 AC-Interest Receivable								
					.00	.00	.00	.00
		<b>Total for 1450 AC-Interest Receivable</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
		<b>Total for 125 Interest Receivable</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
		<b>Total for 1J Other Receivables &amp; Loans Rece</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
1L Due From Other Funds								
141 Due From Other Funds-Year End								
1599 Due From Other Funds-Year End								
					.00	.00	.00	.00
		<b>Total for 1599 Due From Other Funds-Year End</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
		<b>Total for 141 Due From Other Funds-Year End</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
		<b>Total for 1L Due From Other Funds</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
					<b>\$55,649.08</b>	<b>\$41.14</b>	<b>(\$9,347.68)</b>	<b>\$46,342.54</b>
		<b>Total for Asset</b>						
<b>Liability</b>								
2A Accounts Payable								
200 Vouchers Payable								
2000 Vouchers Payable								
			12/06/2011	AD	.00	3,286.43	.00	3,286.43
				SWR		.00	(3,286.43)	.00
			12/08/2011	AD	.00	6,061.25	.00	6,061.25
				SWR		.00	(6,061.25)	.00
		<b>Total for 2000 Vouchers Payable</b>			<b>\$0.00</b>	<b>\$9,347.68</b>	<b>(\$9,347.68)</b>	<b>\$0.00</b>
		<b>Total for 200 Vouchers Payable</b>			<b>\$0.00</b>	<b>\$9,347.68</b>	<b>(\$9,347.68)</b>	<b>\$0.00</b>
		<b>Total for 2A Accounts Payable</b>			<b>\$0.00</b>	<b>\$9,347.68</b>	<b>(\$9,347.68)</b>	<b>\$0.00</b>
		<b>Total for Liability</b>			<b>\$0.00</b>	<b>\$9,347.68</b>	<b>(\$9,347.68)</b>	<b>\$0.00</b>



## San Fernando Valley Council of Governments Staff Report

<b>REPORT DATE:</b> Jan 12, 2012	<b>FILE NUMBER:</b> 11-7011	<b>AGENDA ITEM:</b> 007
<b>TITLE:</b> SCAG APPROVED SUBREGION AND MAP: SAN FERNANDO VALLEY COUNCIL OF GOVERNMENTS		

### **ACTION REQUESTED:**

Direct staff to notify related public and private agencies, potential partners, and leadership of valley communities. Seek out opportunities and resources related to planning, transportation and to the goals and objectives of the San Fernando Valley Council of Governments. Begin dialog among members on ways to utilize tools and opportunities presented by the creation of this subregion.

### **BACKGROUND:**

January 5, 2012: The Southern California Association of Governments, Executive Committee and Regional Council, unanimously approved the creation of a fifteenth (15th) planning subregion to represent the San Fernando and Santa Clarita valleys. The subregion includes the area set forth on the attached map. The map depicts the boundaries of the jurisdictions of San Fernando Valley Council of Governments (SFVCOG) for purposes of identifying the current boundaries of member cities and the county. The map will be used to determine areas relative to working relationships with the Southern California Association of Governments (SCAG). The map is not intended to limit the SFVCOG in its activities or concerns where outlying areas ultimately impact the area served.

2006: Originally submitted to SCAG by action of the Los Angeles City Council.

The cities and county of the SFVCOG are located in two neighboring valleys: San Fernando Valley and Santa Clarita Valley. Other contiguous cities have been invited to join and if they choose to, the map would likely be modified to include them as well. The map in its current version includes the cities of Burbank, Glendale, Los Angeles, San Fernando and Santa Clarita, and a considerable amount of the unincorporated area of the County of Los Angeles. A large portion of the county territory is found in the One Valley-One (OVOV) vision area of Santa Clarita. A joint exercise in planning between the city and county.

### **ANALYSIS:**

A graphic representation of the region of the SFVCOG is important to visualize and demonstrate to the public the size, nature and configuration of the service area. It is also necessary in defining relationships with SCAG. SCAG also maintains a regional map of subregions that will now include the San Fernando Valley (Santa Clarita Valley) subregion.

**POLICY IMPLICATIONS:** Establishes an area of influence and concern in matters of transportation, public policy and the goals and objectives of the Board of Directors and the governing Joint Powers Agreement. As a subregion, the SFVCOG will be entitled to representatives on each of the SCAG policy committees.

**FISCAL IMPACT:** Establishes a jurisdiction and framework for future funding and resources from related public and private agencies.

**ASSIGNED STAFF:** R. Scott

## Agenda Item 007

**DATE:** January 5, 2012

**TO:** Executive, Administration Committee (EAC)  
Regional Council (RC)

**FROM:** Hasan Ikhata, Executive Director

**SUBJECT:** SCAG Recognition of the San Fernando Valley Council of Governments (COG) Subregion

**EXECUTIVE DIRECTOR'S APPROVAL:**



**RECOMMENDED ACTION:**

Recognize the San Fernando Valley COG as a new SCAG Subregion.

**EXECUTIVE SUMMARY:**

*The San Fernando Valley COG, which consists of the Cities of Burbank, Glendale, San Fernando, Santa Clarita, and the portion of the City of Los Angeles and the County of Los Angeles situated in the geographic San Fernando Valley in Los Angeles County, request that SCAG formally recognize the San Fernando Valley COG as a new SCAG subregion.*

**STRATEGIC PLAN:**

This item supports SCAG's Strategic Plan, Goal 1; Objective b: Improve Regional Decision Making by Providing Leadership and Consensus Building on Key Plans and Policies. Develop external communications and media strategy to promote partnerships, build consensus and foster inclusiveness in the decision making process.

**BACKGROUND:**

In July 2006, the SCAG Regional Council took action at the impetus of San Fernando Valley and City of Los Angeles stakeholder input to facilitate the formation of a subregion in the San Fernando Valley. Since then, the Cities of Burbank, Glendale, Los Angeles, San Fernando, and Santa Clarita along with the County of Los Angeles have entered into a Joint Powers Agreement executed in May 2010 forming the San Fernando Valley Council of Governments (SFVCOG).

Pursuant to this stakeholder formation, the San Fernando Valley COG Board of Directors approved a motion at its October 2011 meeting to request formal recognition as a subregion in the SCAG region. Currently, the San Fernando Valley subregion consists of the Cities of Burbank, Glendale, San Fernando, Santa Clarita, and the portion of the City of Los Angeles and the County of Los Angeles situated in the geographic San Fernando Valley.

**FISCAL IMPACT:**

No fiscal impact

**ATTACHMENT:**

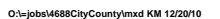
Map of San Fernando Valley Subregion

Agenda Item 007-b





(Including the Proposed Boundary of the San Fernando Valley COG)





## San Fernando Valley Council of Governments Staff Report

REPORT DATE: Jan 12, 2012	FILE NUMBER: 11-1013	AGENDA ITEM: 007-b
TITLE: APPOINTMENTS TO SCAG POLICY COMMITTEES		

### ACTION REQUESTED:

Follow-up report on the appointment of representatives to the three major policy committees of the Southern California Associations of Governments. Discuss potential appointment to Energy and Environment Committee (EEC) with preference going to the City of Glendale.

### BACKGROUND:

January 5, 2012: Appointments by SCAG Regional Council Chair:

Mayor Laurie Ender, City of Santa Clarita: Community, Economic and Human Development Committee (CEHD)

Mayor Jess Talamantes, City of Burbank: Transportation Committee (TC)

As the planning entity for a SCAG Subregion, the San Fernando Valley Council of Governments is entitled to make one appointment each to the three main policy committees of SCAG. Appointees must be elected officials from SCAG member jurisdictions, and because of existing composition, must be from jurisdictions other than the City and County of Los Angeles:

- Community, Economic and Human Development (CEHD)
- Energy and Environment Committee (EEC)
- Transportation Committee (TC)

### ANALYSIS:

Representatives are being selected who have experience and expertise in the respective category. The Board of Directors recommends that the three appointments be distributed across three different jurisdictions to allow for geographic diversity. Preference might properly be given to jurisdictions with the least amount of current representation at the regional Metropolitan Planning Organization (SCAG) level. The City and County of Los Angeles each have multiple seats on the governing Regional Council of SCAG and as such are already entitled to participate in policy committees. The Mayor of the City of San Fernando also sits on the Regional Council representing District 67: City of San Fernando and City of Santa Clarita.

**POLICY IMPLICATIONS:** The San Fernando Valley Council of Governments members have unprecedented ability to participate in planning at the regional level, including the ability to represent their constituents in matters of transportation, housing, infrastructure, energy, environment, community and economic development and regional stewardship.

**FISCAL IMPACT:** Potential access to funding and resources

**ASSIGNED STAFF:** R. Scott





## San Fernando Valley Council of Governments Staff Report

REPORT DATE: Jan 12, 2012	FILE NUMBER: 12-0108	AGENDA ITEM: 008
TITLE: EXECUTIVE DIRECTOR'S REPORT		

### **ACTION REQUESTED:**

Discuss as indicated; receive and file

### **BACKGROUND:**

Executive Director presentation of items being monitored, developed or of interest to Board of Directors for possible consideration.

### **ITEMS FOR CONSIDERATION:**

*Report from the Executive Director regarding meetings, developments and correspondence*

#### **A. VALLEY MOBILITY SUMMIT**

- i. 2011 Review
- ii. 2012 Preparations

#### **B. COMMITTEES**

- i. Creation of Steering Committee, scheduling 45 days after/before Board of Directors on a fourth Thursday. Rotate locations/hosting among member jurisdictions.
- ii. Civic Advisory Committee — Appointees — Funders Summit
- iii. Transportation Committee — Appointees — Valley Mobility Summit
- iv. Technical Advisory Committee — Member List — Staff
- v. Alternates — Documentation

#### **C. SCAG Subregion and Activities**

- i. Adoption of 15th Subregion by Exec Comm and Regional Council [007]
- ii. Adoption of Map by Exec Comm and Regional Council [007]
- iii. Appointment: Jess Talamantes: Transportation Committee (TC)
- iv. Appointment: Mayor Laurie Ender: Community, Economic & Human Development Committee (CEHD)

## Agenda Item 008

D. Steering Committee Creation and Meeting

- i. Informal format and meeting dates
- ii. Steering Committee members appointed by SFV COG chair

E. ECONOMIC DEVELOPMENT

- i. Van Nuys Airport — Motion by Los Angeles City Council
- ii. CRA — Approach to Community Redevelopment Agencies — Legislative Scheme Recommendations — Economic Development Committee
- iii. Interstate-5 Corridor Economic Development Plan 2010 Version (and 2007 Version)
- iv. Preservation of industrial lands

**ASSIGNED STAFF:** R. Scott

# SAN FERNANDO VALLEY BUSINESS JOURNAL®

LOS ANGELES • GLENDALE • SANTA CLARITA • BURBANK • CONEJO VALLEY • SIMI VALLEY • SAN FERNANDO • CALABASAS • AGOURA HILLS • ANTELOPE VALLEY

THE COMMUNITY OF BUSINESS™

## VALLEY MOBILITY SUMMIT 2011

**Thursday Nov. 10, 2011**  
**Airtel Plaza Hotel**

The Main Ballroom of the Airtel in Van Nuys was packed on November 10th as nearly everybody who was anybody showed up to share their ideas about the future of transportation in North Los Angeles County. From congressmen to county supervisors; from visioning experts to political mavens; all were there—and more miraculously, most were given time to speak.

## 300 Leaders from the San Fernando and Santa Clarita Valleys Turn Out to Map Transportation Future



## Sincere Thanks to Our Supporters and Participants

SAN FERNANDO VALLEY BUSINESS JOURNAL®



Bob Hope Airport

VICA

ConsensusInc.

LATHAM & WATKINS LLP

The Valley Economic Alliance



**SAN FERNANDO VALLEY  
COUNCIL OF GOVERNMENTS**  
A JOINT POWERS AUTHORITY

5121 VAN NUYS BOULEVARD 2ND FLOOR • SHERMAN OAKS CA 91403  
818-712-9500 FAX 818-712-9182 • EMAIL: INFO@SFVCOG.ORG

Transportation is a very specialized topic, but there was a lot of pent-up energy. The valley region finally has an official government agency—the San Fernando Valley Council of Governments through which to speak with a unified voice.

It was a very constructive and innovative event, perhaps signaling a new sophistication in the region's approach to civic and political issues. The topics spanned areas extending from the Port of Los Angeles to the reaches of the LOSSAN rail corridor in San Luis Obispo—and up into the high desert areas of the Antelope Valley.

The summit covered virtually all of the existing rail, road, freeway, air, ground access and goods movement projects in the region. The main idea was to view these projects from the perspective of the Santa Clarita and San Fernando Valleys. Participants were interested in how the northern region of Los Angeles County could work for transit and transportation improvements in the future.

With California's Central Valley High Speed Rail line currently at the \$100 billion mark, some are concerned about the economic feasibility of the project. Many were interested in how to re-direct this momentum and funding into more practical uses such as LOSSAN, missing connectors, upgrading existing rails to express, toll-transit projects, and the elimination of gaps and pinch-points in existing highways.

More information and photographs at [WWW.SFVCOG.ORG](http://WWW.SFVCOG.ORG)

Mobility Summit 2011	A/R					
Event Reconciliation						
Description		Expenses	Reg/Sponsor	Trax/Pmt	Balance	Notes
					-	
Lot Registrations Event Bright			1,221.77	1,971.77	1,971.77	EB
Sponsor OLDA			1,000.00	1,000.00	2,971.77	
Sponsor Bob Hope			1,500.00	1,500.00	4,471.77	
Sponsor NBCUniversal			1,000.00	1,000.00	5,471.77	
Sponsor Metro			1,000.00	1,000.00	6,471.77	
Sponsor SCAG			2,000.00	2,000.00	8,471.77	
Sponsor Thomas Properties			1,000.00	1,000.00	9,471.77	
Sponsor Latham Watkins	A/R		1,000.00		9,471.77	
Sponsor Port of LA	A/R		1,000.00		9,471.77	
Sponsor Burger King			200.00	200.00	9,671.77	
Sponsor AQMD			250.00	250.00	9,921.77	
Sponsor Golden State Gateway			250.00	250.00	10,171.77	
Sponsor Consensus Inc			250.00		10,171.77	EB
Sponsor Morgner			250.00	250.00	10,421.77	
Sponsor Beezley			250.00		10,421.77	EB
Sponsor Urban Innovations			250.00	250.00	10,671.77	
Sponsor URS			250.00	250.00	10,921.77	
Sponsor Hatch Mott McDonald			250.00		10,921.77	EB
Airtel Deposit to Reimburse RLS		3,250.00			7,671.77	
Airtel Balance at Conclusion		3,286.43			4,385.34	
High Tech Signs & Banners		761.25			3,624.09	
Randy Witt Productions		1,250.00			2,374.09	
Victoria Adams		250.00			2,124.09	
Mitchel Morrison		500.00			1,624.09	
Stacy Andrews		500.00			1,124.09	
Totals		9,797.68	12,921.77	10,921.77	1,124.09	

Agenda Item 008-(A)(i)



11-1878

CD 6

NOV 02 2011

## MOTION

TRADE, COMMERCE &amp; TOURISM

Van Nuys Airport is one of four airports owned by Los Angeles World Airports (LAWA), although only three are in operation at present—Los Angeles International Airport (LAX), Ontario International Airport (LA/ONT) and Van Nuys Airport (VNY). Whereas LAX and LA/ONT are major commercial airports, providing regular, scheduled air services for the general public, VNY is a general aviation airport, providing facilities and services for private, corporate and government aviation users. While LAX is one of the largest and busiest commercial airports in the world, VNY is known as one of the busiest general aviation airports in the world.

Alongside other regional and local business centers, noted recreational facilities and the entertainment and tourism industries, Van Nuys Airport is a major economic engine in the greater Los Angeles region and within the San Fernando Valley. An economic impact study released in 2007 found that VNY at that time was contributing more than \$1.3 billion to the Southern California economy and was supporting over 12,300 jobs.

VNY is an important focal point for business and industry in the San Fernando Valley, and is home to five major fixed-based operators and numerous aviation service companies, as well as the site of some well known non-aviation-related businesses. An estimated 320,000 visitors use VNY every year, many of whom generate revenues for the City of Los Angeles and the localized economy by spending money at nearby hotels, restaurants, shops and other service providers.

Yet, because Van Nuys Airport is the smallest member of LAWA's airport system and is removed by distance from Los Angeles International Airport, where the City of Los Angeles Board of Airport Commissioners (BOAC) holds most of its bi-monthly meetings, LAWA has had difficulty in addressing proper attention to Van Nuys Airport and the surrounding community.

To address concerns from community members, stakeholders and business partners at Van Nuys Airport, it is prudent to examine current management practices by the Los Angeles World Airports and explore new and innovative options to administer one of the busiest general aviation airports in the nation.

I THEREFORE MOVE that the City Council REQUEST that the Los Angeles World Airports and the Board of Airport Commissions, in conjunction with the City Attorney, CAO and CLA, report within 120 days on:

- (a) The current management structure at Van Nuys Airport and options for enhancing participation of the LAWA staff and the BOAC in the San Fernando Valley;
- (b) Practicability of creating a separate Airport Commission for Van Nuys Airport, including the advantages and disadvantages that would result from the creation of that Commission; and
- (c) Feasibility of transferring the operation and administration of Van Nuys Airport to a private management firm with examples of privately run airports of comparable size and operations.

CO-PRESENTED BY:

*Tony Cardenas*  
TONY CARDENAS  
Councilmember, 6<sup>th</sup> District

*Mitchell Englander*  
MITCHELL ENGLANDER  
Councilmember, 12<sup>th</sup> District

NOV 2 2011

SECONDED BY:

*Paul Kerkorian*

*Paul Kerkorian*

ORIGINAL

Agenda Item 008-(E)(i)

## ***Hiding in Plain Sight - Funders Summit***

Planned March 2012 half-day conference, *Hiding in Plain Sight – Funders Summit for the San Fernando Valley*. The objective of this conference is to help Southern California foundation, corporate and other private funders learn more about nonprofits serving the people of the San Fernando Valley, and the local community needs they are working to meet.

Recently there has been considerable local and national focus on equity in the distribution of philanthropic resources, including research studies, e.g., by the James Irvine Foundation. The greater San Fernando Valley has more than 4,000 nonprofits serving nearly 2,000,000 residents, working with limited resources to improve the area's quality of life, community environment, shared prosperity and overall well-being. On a per capita basis, the Valley's philanthropic infrastructure and resources have traditionally been limited—owing in part to its geographic perception as a mere “suburb” of the City of Los Angeles. Many underprivileged and underserved groups have migrated from the central city to create outlying pockets of poverty, making up huge percentages of the Valley's modern-day population (e.g., in the Northeast sector of the Valley). Valley nonprofits serving these populations are even more challenged by the unprecedented economic downturn, further affecting their ability to meet growing needs.

The planned conference will provide insights into this important region, and on the remarkable work its nonprofits have done with limited funding. It will focus on how the Valley compares to other Southern California regions in the allocation of philanthropic resources. The conference will include a demographic overview, combined with discussion of the social and economic benefits of a healthy nonprofit sector for the Valley. It also will address the challenges and opportunities that local nonprofits face, and identify both successful nonprofits and funders that already are helping to support them. The event is planned for March 2012 at one of the two hotels atop Universal City, and will be organized by the SFV Community Foundation in partnership with three other leading infrastructure organizations in the Valley.

The half-day conference (8:30 am - 2 pm) will feature the following major segments:

- \* Registration, Continental Breakfast and Networking
- \* Welcome, by Bill Allen, CEO of the Los Angeles County Economic Development Corporation and long-time leader in Valley economic development (with an opening video about the Valley)
- \* Overview of Valley Economic Development, by Peter McCarty, Mulholland Institute and Robert Scott, Valley Economic Alliance
- \* Overview of Valley Nonprofit Sector, by Thomas E. Backer, PhD, Valley Nonprofit Resources
- \* Panel of Nonprofit Leaders, identifying nonprofit challenges and opportunities in the region, chaired by Marianne Haver Hill, MEND
- \* Panel of Corporate and Foundation Funders, chaired by Stella Theodoulou, California State University Northridge
- \* Luncheon and Brainstorming Discussion on a Funders' Strategy for the Valley, facilitated by Thomas E. Backer, PhD, Peter McCarty and Robert Scott

Results from the conference will be summarized in a brief paper outlining the challenges and opportunities identified. Media coverage will be sought from local media, such as *Daily News*, *San Fernando Valley Business Journal*, Time Warner Cable Access and *Los Angeles Times*.



## San Fernando Valley Council of Governments Staff Report

REPORT DATE: Jan 12, 2012	FILE NUMBER: 11-7020	AGENDA ITEM: 014
TITLE: VALLEY FAIR, CA 51ST AGRICULTURAL DISTRICT - VENUE		

### **ACTION REQUESTED:**

Follow-up with members and staff to assist the California 51st Agricultural District in locating a suitable venue for the annual Valley Fair. The SFVCOG has been gathering details and circulate them among the jurisdictions of the SFVCOG to present hosting the Valley Fair as an opportunity for economic and community development.

### **BACKGROUND:**

Carried forward

Created by an act of the California State Legislature in 1946, the 51st District Agricultural Association has dedicated itself to fulfilling its mission of "...producing an event preserving the agricultural heritage and enhancing corporate and technological advances, while promoting educational and competitive exhibits and providing wholesome family entertainment."

The 51st Agricultural District encompasses all of the jurisdictions of the SFVCOG and is an agency of the State of California. It used to own the property and have a permanent location for its annual event, the Valley Fair, on the north campus of what is now Cal State University Northridge. The Medtronic/Minimed facility now occupies the space formerly known as Devonshire Downs. The 51st AD was bought out by the university several decades ago for \$3 million dollars. They have been unable to find a replacement venue. The status of the fund is uncertain. A special state statute was enacted to also allow the use of the capital fund for improvements to property and facilities as well as for the acquisition of a site. Thus a partnership might be possible to share a venue or to rehabilitate a surplus site.

Since being displaced, the Valley fair has been held at the Los Angeles Equestrian Center, in Burbank, at Bonelli Stadium in Newhall, in the Castaic area, at Birmingham High School, and in the Hansen Dam/Lakeview Terrace area of the northeast valley.

### **ANALYSIS:**

The Valley Fair may be able to be re-established in a new venue. It is an economic and community development opportunity that combines culture with a forum to showcase the region. SFVCOG support may help to revive regional interest in the event.

**POLICY IMPLICATIONS:** An opportunity to bring a unique primary asset back to the region

**FISCAL IMPACT:** This may require a subsidy to re-launch, but could have longer-term fiscal benefit to the hosting jurisdiction.

**ASSIGNED STAFF:** R. Scott

## Agenda Item 014

# Valley Fair organizers told event may end unless permanent home found

Excerpt from DailyNews.com

By Dana Bartholomew, Staff Writer

Posted: 09/27/2010 10:04:59 PM PDT

Updated: 09/27/2010 10:08:16 PM PDT

State agriculture officials are threatening to end the nomadic Valley Fair and disburse its \$2.8 million savings to other venues unless its organizers find a more "stable" home, officials said Monday.

After the fair's poor turnout this spring at Birmingham High School, the Department of Food & Agriculture has ordered its operators to find a more permanent site.

Failure to find a suitable home could result in the dissolution of the 51st Agricultural District, a nonprofit state agency that launched the San Fernando Valley Fair in 1946.

It would also mean the loss of up to \$2.8 million in district funds reserved from the sale of its fairgrounds at California State University, Northridge. Funds from the 1982 sale were set aside to buy a permanent fair site, but none was ever found.

"The state indicated that there were 18 other fairs that couldn't make payroll - we could make payroll - and they have threatened to take the money and redistribute it to other fairs," said David Honda, chairman of the 51st Agricultural District Association, based in Sherman Oaks.

"We're low-hanging fruit. We have money in the bank. It's the Valley's money. The bottom line is: let us try to put on a fair at a venue and facility that makes sense."

Last week, Honda and Catherine Garcia, CEO of the 51st district, flew to Sacramento to meet with the agricultural department's Fairs & Expositions Division, which gave them the ultimatum, they said.

Fair & Expo officials will meet with the 51st District board on Oct. 6 to discuss how the Valley Fair can improve attendance.

"Our objective is to work with the fair to develop a viable business plan for the future, so the fair can achieve stability and relevance to the community," said Steve Lyle, spokesman for the Food & Agriculture Department, which administers 70 fair districts statewide. "The fair hasn't had a permanent home in years.

"We just want to see some progress and would like the fair to move with deliberate speed."

The fair, which has wandered between Hansen Dam, the Los Angeles Equestrian Center, Castaic Lake and the Saugus Speedway in Santa Clarita, went dark in 2009. When operating, it receives \$180,000 a year from the state.



[Draft Letter]

[Letterhead]

Addressee

xx

xx

**Re: Permanent Home for the Valley Fair - CA 51st Agricultural District**

Dear XXX:

As you know, the San Fernando Valley has a rich agricultural heritage, has been host to the Valley Fair for several decades. This signature event has allowed Valley residents to stay in touch with their roots. In 1989 the Fair's interest in, what was then Devonshire Downs fairgrounds was bought out by Cal State University, and became the "North Campus" area. Subsequently, the university entered into a lease agreement with a private firm to place a manufacturing facility on the property.

These events left the Fair without its original home. Since the displacement, the ADA's annual Fair event has been held at several other venues—Castaic, Saugus, Hansen Dam, the L.A. Equestrian Center in Burbank, and most recently Birmingham High School in Van Nuys. None of these was satisfactory. The Fair is still in possession of \$3 million left from the sale of its property. These funds can be used for acquisition of new grounds or to improve an existing facility, such as a leasehold or longer-term partnership property.

While the search continues, one venue continues to top the list of prospects: Pierce College in Woodland Hills. The missions of Pierce and the Fair are very similar, and Pierce has enough open space and capacity to accommodate the Fair many times over. The current Fair agenda calls for an annual county-fair style event that lasts a mere four days. Given all of the other events hosted by Pierce, the Fair would have a very nominal impact on the surrounding streets and neighborhoods. The Valley region has very few signature events to bring together the culture and history of our communities, and the Fair, in whatever format it might result, provides a tremendous boost to the identity, culture and history in the region.

We would like to open dialog on this issue with an eye toward establishing a new venue on a timetable that will allow planning for next summer's Fair to get underway. Please provide us with contact information for those who should be included in this discussion so that we can arrange an exploratory meeting.

Very truly yours,

[Multiple Signatures]

Board Members of the San Fernando Valley Council of Governments