

Wendy Greuel Los Angeles City Councilmember

The Valley View

LAKE VIEW TERRACE • LA TUNA CANYON • NORTH HOLLYWOOD • SHADOW HILLS • SHERMAN OAKS
STUDIO CITY • SUNLAND • SUN VALLEY • TUJUNGA • VALLEY VILLAGE • VALLEY GLEN • VAN NUYS



Legislative Highlights

LAUSD Audit

Last month, Wendy led her City Council colleagues to formalize the City's support of Controller Laura Chick's offer to conduct an audit of the Los Angeles Unified School District.

Wendy said that her goal is to improve student performance in LAUSD and that means every available resource should be dedicated to our students in the classroom.

Production Fee Waiver

Before the City Council recessed for the holidays, Wendy authored a motion that proposed the elimination of city facility use fees for filming on properties owned by the City of Los Angeles.

The motion is part of Wendy's continuing efforts to keep the entertainment production industry from fleeing the city in search of lower production costs.

Office Hours

Wendy will hold office hours
Saturday, January 21, 2005
8:30 a.m. - 10:30 AM

Business Tax Reform

I am gratified to announce that the "Greuel-Garcetti Comprehensive Business Tax Reform Package," unanimously adopted by the Los Angeles City Council last year, took effect January 1, 2006.



Working to make Los Angeles more business friendly, Councilmember Eric Garcetti and I fought to restructure the city's archaic business tax system to spur economic development and create jobs for Los Angeles' working families. These crucial reforms eliminate the business tax for over 60% of the city's businesses and make the tax system more equitable with neighboring jurisdictions.

We knew that we couldn't talk about serious reforms without changing the way the city taxes its signature industry: the entertainment industry. Film and media production is one of the city's most significant economic engines. It injects about \$31 billion into the local economy and generates nearly 80,000 jobs. Reforming the tax system for film and media production will help Los Angeles compete with other cities and states that are luring artists and production away from Los Angeles with attractive incentive packages.

As a part of the comprehensive package, Los Angeles businesses will now receive an across-the-board tax cut of 3.1% in 2006. Additionally, tax relief is being offered to small businesses, individual artists and small film production companies.

Beginning January 1, 2006, businesses with \$50,000 or less in gross receipts will be exempt from business tax. Furthermore, individuals involved in "creative activity" including writers, directors, and actors, with gross receipts

Room 14245 Moorpark Street
Sherman Oaks, CA 91523

Please contact Pat Davenport at
818 755 7676
to schedule a 15-minute
appointment.

Upcoming Events

Wendy will be the featured
speaker at the Studio City
Residents Association
Monthly Meeting
Tuesday, January 10
7:30 p.m. - 8:30 p.m.
Beverly Garland Holiday Inn
4222 Vineland Ave.

Sun Valley Neighborhood Council
Installation
Tuesday, January 10
6:30 p.m.
Villa Scalabrini
Retirement Center
10631 Vinedale St.

Sunland-Tujunga Neighborhood
Council Installation
Wednesday, January 11
7:00 p.m.
Mount Gleason Middle School,
10965 Mt. Gleason Ave.

Martin Luther King Jr.
Kingdom Day Parade
Monday, January 16, 2006
10:00 a.m.
MLK Jr. Blvd @ Crenshaw Blvd.

of \$300,000 or less will be exempt from business tax. Taxes have also been simplified and reduced for small and medium-sized production companies. For more information on what activities are exempt, please visit www.lacity.org/finance.

To be eligible for the exemption, creative talent is required to file a timely renewal statement, before the delinquency date. The last day to file a renewal or file for an exemption is February 28, 2006. Individuals may file a renewal at any of the Office of Public Finance's public offices, or electronically using the Office of Finance's electronic business tax renewal form at www.lacity.org/finance provided that the individual is currently registered, or by correspondence.

Los Angeles has the 11th largest economy in the world and its workers and businesses deserve a tax system that is competitive, works to create jobs and supports a growing economy. These tax reforms are just the beginning of our continuing effort to retain and attract vital businesses.

Welcome to our New Staff

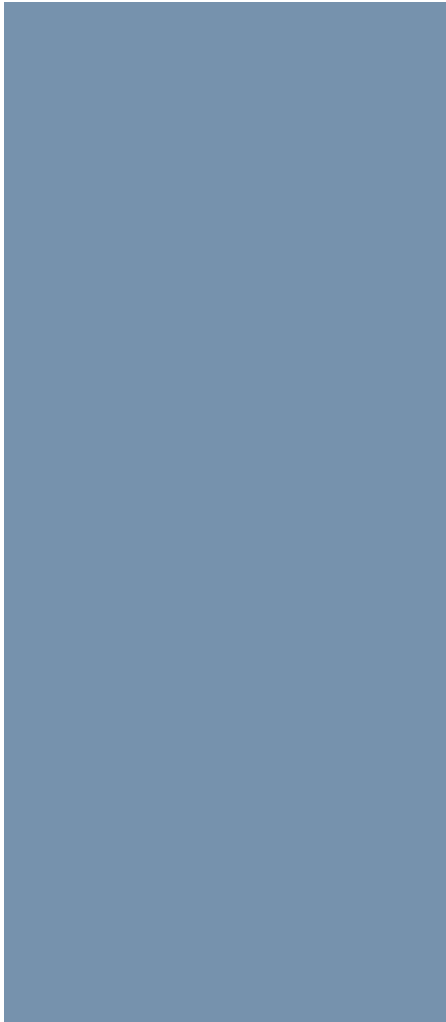
The New Year has brought with it big changes to our field staff in both North Hollywood and Sunland-Tujunga. We have four new Field Deputies and members of the CD 2 family that I hope you will get to know soon.

Joaquin Macias and Vivian Varbedian have joined our North Hollywood field team.

Joaquin Macias most recently worked as a counselor and childcare worker counseling troubled youth. He also worked at UCLA as a researcher at the Center for Culture and Health. Joaquin graduated from CSUN in 2000 and while there was a student activist and participated in student government. He was elected Chair of the Board of Directors of the Student Union, President of the Associated Students, and was a member of the Black Student Union, the Political Science Association and Movimiento Estudiantil Chicano de Aztlan.



Prior to joining our team, Vivian Varbedian taught 19th Century European History at California State University Northridge. Vivian has also taught first grade at Holy Martyrs Armenian Elementary School in North Hills. Prior to moving to the L.A. area, she worked in the property management field for the Mills Corporation in San Francisco, where she worked on the development of a 1.5 million-square foot retail/entertainment center.



Jackie Keene (left) and Angela Motta (right) are our new Field Deputies in our Sunland-Tujunga field office.



Jackie Keene has considerable public service experience and has had a long career with the City of Los Angeles. I first met Jackie when we worked together in Mayor Tom Bradley's office. After leaving Mayor Bradley's office, Jackie went on to work for Councilmember Laura Chick in the Reseda field office. Jackie co-managed the office and was involved with constituent services, developed an Education Council, coordinated a neighborhood matching grant program called "NeighborGood" and worked with over 50 schools in the district. She has also worked for Assemblymember Robert Hertzberg in the San Fernando Valley.

Angela Motta is no stranger to public service or to the Sunland-Tujunga area. Most recently she served as a Constituent Service Representative for Mayor Jim Hahn. Prior to arriving in Los Angeles, Angela worked for the Idaho State Controller's Office. Angela has worked in the communications field and was an instructor at Boise State University.

Our new staff is enthusiastic, energetic, and ready to serve Council District 2 and I hope you will join me in welcoming them to the team.

This message was sent to by:

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