

NOV - 8 1994



MWD

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Sandra E. Wolf
EXECUTIVE SECRETARY

7-4

October 20, 1994

To: Board of Directors (Executive Committee--Action)
From: General Manager
Subject: Executive Membership in the Central City Association

Report

The Central City Association (CCA) is a Los Angeles-headquartered nonprofit association comprised of major organizations involved in finance, commerce, trade, culture, and public service. In connection with its primary role of advocacy for the Southern California business community, CCA provides research and informational services, maintains close liaison with various governmental agencies, and is actively involved in the legislative process. CCA has identified water supply as crucial to maintaining and improving Los Angeles' and Southern California's economy. Metropolitan's participation in CCA's activities would provide an additional significant forum in which Metropolitan's views on water issues can be brought to the attention of persons who are persuasive in the public and legislative arenas.

Founded in 1924, today its membership includes nearly 300 of Southern California's major organizations (among them the Los Angeles Department of Water and Power.) The interests of CCA today encompass a variety of issues of regional and statewide as well as national and international concern.

The District first joined CCA in 1985 and retained membership for three years. Monthly CCA meetings conflicted with the District's Board of Directors meetings, however, and the membership was dropped as the General Manager was unable to participate. CCA's meeting schedule changed and MWD rejoined in 1993 at a general membership level. Annual dues for general membership were \$5,340.

Recently, Metropolitan has been invited to join the executive level of CCA. This will grant the General Manager membership on the Executive Committee, consisting of CEOs of 30 major Southern California corporations. Membership on the Executive Committee offers unlimited participation on standing committees and is the policy-making body for CCA, which includes the responsibility for determining advocacy strategy on issues which affect the business climate in Los Angeles. Annual dues for Metropolitan's executive membership are \$12,000.

Sufficient funds are included in the District's 1994-95 fiscal year operation and maintenance budget to cover these costs. The approval of the budget was coupled with the finding of necessity pertaining to dissemination of information required by Section 126 of the Metropolitan Water District Act and approved by two-thirds vote of the Board. The recommendation made in this letter may be approved by a majority vote of the Board.

This project is exempt from the California Environmental Quality Act because it will not have a substantial, or potentially substantial, adverse effect on the environment.

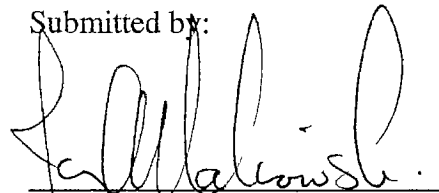
Recommendation

It is recommended that the Board approve Metropolitan's Executive membership in the Central City Association, authorize the General Manager to pay the annual membership dues in the amount of \$12,000, and designate the General Manager as Metropolitan's representative to the association.

Approval of Request

John R. Wodraska
General Manager

Submitted by:



Jay Malinowski
Director of Public Affairs

Concur:



for John R. Wodraska
General Manager

CENTRAL CITY ASSOCIATION OF LOS ANGELES
 CASH-BASIS BUDGET
 SUMMARY OF OPERATIONS
 YEAR ENDING JUNE 30, 1995

	FY 94-95 BUDGET	FY 93-94 BUDGET	FY 93-94 REVISED
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OPERATING REVENUE:			
Membership Dues	\$617,650	\$629,000	\$627,982
Meeting Revenue	170,000	164,000	155,514
Other	65,082	4,816	2,496
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	852,732	797,816	785,992
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 OPERATING EXPENSES:			
Personnel	474,395	495,070	515,278
Facility	111,620	109,395	107,397
Office	73,316	43,220	49,590
Program	39,620	33,220	39,821
Outside services	51,655	18,660	18,675
Meetings	80,000	89,275	80,510
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	830,606	788,840	811,271
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	\$22,126	\$8,976	(\$25,279)
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COMMITTEES

Below is a list of each committee, current chair, meeting dates and times as well as recent projects and accomplishments.

EXECUTIVE

Chair: Nelson Rising, Maguire Thomas Partners • Meets: Third Wednesday, 12:00 noon, Various locations

Limited to Executive level members and chairpersons of standing committees, this group is the policy-making body for CCA.

- Discusses and determines advocacy strategy on issues which affect the business climate in LA.
- Oversees all standing committees.
- Oversees CCA's operations and budget.

LEVELS OF MEMBERSHIP

EXECUTIVE

- 1) Seat on the Executive Committee
- 2) Quarterly breakfast meetings with elected officials
- 3) Quarterly roundtable luncheons with CCA officers and senior staff to discuss CCA issues
- 4) Unlimited participation on standing committees
- 5) Premier listing in CCA Membership Roster
- 6) Invitations to monthly meetings and special events
- 7) No charge for monthly membership luncheons
- 8) *Holline* newsletter

BOARD OF DIRECTORS

- 1) Eligibility for seat on the Executive Committee (by serving as Chairman of a standing committee)
- 2) Unlimited participation on standing committees
- 3) Annual roundtable luncheon with CCA President
- 4) Listing in CCA Membership Roster
- 5) Invitations to monthly meetings and special events
- 6) *Holline* newsletter

GENERAL

- 1) Listing in CCA Membership Roster
- 2) Invitations to monthly meetings and special events
- 3) *Holline* newsletter

DUES STRUCTURE CATEGORIES

BUSINESSES/PROPERTY OWNERS

Construction
Entertainment
Executive Search
Health Care
Hotel
Manufacturing
Non-profits
Oil Company
Parking
Professional Athletics
Publishing
Public Utility
Real Estate Development/Owners
Restaurant
Retail
Transportation
Wholesale Distribution

PROFESSIONAL SERVICE FIRMS

Accounting
Architecture
Building Management
Building Services
Insurance
Investments/Financial
Law
Public Relations/Advertising
Real Estate Brokerage

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CENTRAL CITY ASSOCIATION
of Los Angeles

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**EXECUTIVE
COMMITTEE**

OFFICERS

Nelson Rising, Chairman
Catellus Development
Sue Laris-Eastin, First Vice Chair
Downtown News Group
Thomas Decker, Second Vice Chair,
Bank of America
Christopher C. Martin, Past Chair
Albert C. Martin & Associates
Donald F. McIntyre, Secretary
President & CEO,
Central City Association

VICE CHAIRS

William H. Devine, AT&T
James T. McCreary, ARCO
Randall Villareal, The Biltmore Hotel
Ted Tanner, Catellus Development
Jeffrey Egertson, Coopers & Lybrand
Michael Moore, D.W.P.
Harry Usher, Dorn U.S.A.
Jerry Barag, Equitable Real Estate Company
Tonian Hohberg, F.I.D.M.
James Burroughs, First Gray Line Corporation
Steve Albert, Forest City Properties
Fred Speer, I.B.M.
Michael Collins, LA. Convention & Visitors Bureau
Sidney A. Thompson, LA. Unified School District
Lucinda Starrett, Latham & Watkins
Nyal Leslie, The Leslie Company
Karen Hathaway, Los Angeles Athletic Club
Ned Fox, Maguire Thomas Partners
Stanley Michota, Michota Company
Eugene Sherman, Pacific Bell
Norman E. Ross, Jr., Parsons, Brinckerhoff
John Whitaker, Pillsbury, Madison & Sutro
Daniel Niemann, Niemann Properties
Kelvin Nishikawa, Shuwa Investments
Stephan D. Smith, Smith & Hrick
Barbara Cline, Sony Pictures
Lee Harrington, Southern California Gas Co.
John Mann, Stewart Title
Randall Holby, Transamerica
David Friedman, Tuttle & Taylor
Alan Kreditor, U.S.C.
Nat Chavira, Unocal Corporation
Ira Yellin, The Yellin Company

*John Cushman, Cushman
REALTY*