



# L.A. City Sign Code Revision: Business Community Consensus Meeting

A better L.A. is our business

February 18, 2009  
9-10:30 a.m.

## MEETING AGENDA

1. Welcome & Self-Introductions

2. Action Items

### Business Community Consensus Agenda

Discuss and adopt a position on the following issues:

A. Enforcement

Alisa Karlan, Public Affairs Manager, Cerrell Associates (*invited*)

B. On Site/ Off Site Distinction

Michael Wardle, Associate General Counsel, Young Electric Sign Company

John Kaliski, AIA, Principal, Urban Studio (*invited*)

C. Signage Supplemental Use Districts

Michael Gonzales, Attorney at Law, Allen Matkins

D. Councilmember Ed Reyes' Motion

Verbal motion to outsource enforcement efforts from City of Los Angeles

**Develop a Unified Business Community Advocacy Strategy**

3. Closing Comments