



GOVERNMENT AFFAIRS COMMITTEE

(Revised 2/19/2014)

PROCEDURES FOR PROJECT ENDORSEMENT AND SUPPORT

The West Hollywood Chamber of Commerce (WHCC) receives many requests for support and endorsement of projects throughout the city. We need to know what are you asking for and what are the issues.

The process involves two steps.

- 1) WHCC's Governmental Affairs Committee (GAC) reviews the materials provided, considers the applicant's presentation and votes whether or not to recommend support for the project to the West Hollywood Chamber Board of Directors (BOD). In connection with that review, a project applicant is requested to provide GAC with sufficient material to familiarize GAC with the project. The applicant is given the opportunity to present a very brief presentation to the GAC at its regular monthly meeting (the 2nd Tuesday of each month at 4:00 pm), at which time GAC will review and consider the presentation and materials, discuss the project with the applicant, or its representatives and determine whether or not to recommend its support for the project.
- 2) GAC forwards its recommendation to the BOD which will consider that recommendation at its next monthly meeting (on the 3rd Tuesday of each month) and determine whether to accept, modify or reject the recommendation of the GAC, and hence whether or not to support the project. In general, the BOD will not consider a project until it has been reviewed by the GAC and GAC has issued its recommendation.

It is important that you submit your request in compliance with the Submittal Guidelines below to allow both bodies adequate time to review and consider your project. We regret that a request for support not submitted within sufficient time prior to the monthly GAC meeting may not be considered until the following month and is subject to the discretion of the Chair of the GAC. Please contact the WHCC offices at (323) 650-2688 to check exact dates of future meetings.

The review process by the Governmental Affairs Committee of a Chamber Member request **does not guarantee approval**. GAC members will review a project, provide feedback, and provide the CEO "Talking Points" for hearings at Planning Commission Directors Hearing and City Council meetings.

After hearing the item before GAC, the GAC may recommend any one of the following positions to the WHCC Board of Directors:

- Advocate at a public hearing
- Write letters
- Provide feedback but take no position/remain neutral (particularity if there are opposing sides of Chamber Member businesses)
- Speak to various relationships about the item/project for feedback and input
- Join other Chambers in united position

In order to ensure a fair procedure for review, GAC and the BOD have established the following guidelines and procedures:

Submittal Guidelines:

Not later than ten (10) days prior to the monthly GAC meeting, the applicant is requested to submit applicable documents in an "email-able" PDF format and a formal letter of request to gmorrill@wehochamber.com.

In addition to the letter, the applicant is requested to include an electronic copy, of the following documentation:

1. Project Summary (tell us what it is):
 - a. Project Team
 - b. Project Information (Location, Zoning, Project Size & Components)
 - c. Project Narrative/Description
 - d. Previous Experience in West Hollywood, if any
2. Project Requests (tell us what you need):
 - a. Please identify proposed changes, additions, modifications or deletions of/to West Hollywood's Zoning Code, Specific Plan or General Plan.
 - b. E.I.R. mitigations or Special Issues raised by City Staff or Design Review
3. Brief Summary of Public Outreach (to date) identifying:
 - a. Number and type of staff & neighborhood meetings
 - b. Groups or organizations consulted
 - c. Issues or concerns that have been raised thus far
 - d. Proposed mitigations, if any
4. Relevant renderings, plans and documents:
 - Copies must be email-able as a PDF and sized appropriately to send electronically and should be not smaller than 8 x 11, and not larger than 11 x 17. (Please do not submit any original documents or renderings as we are unable to return these items.)

Review Procedure:

After materials are received in the WHCC offices, the applicant will be invited to make a presentation, not to exceed ten (10) minutes, at the next monthly GAC meeting. This will be followed by an additional ten (10) minute period for those in attendance to ask questions of the applicant. At the sole discretion of the GAC, the question and answer period may be extended by an additional five (5) minutes. Any special audio/visual requests, such as a DVD/plasma screen or easel stands, should be directed to the WHCC in advance. Additionally, the applicant may request that specified members of the members of the press, competitors, or other parties where confidentiality or privacy is at issue, be excluded from the presentation and vote on the application, which request will be considered in GAC's sole discretion.

Once the presentation is terminated, GAC will ask the applicant and its representatives to leave the room, and will deliberate in closed session. Once a determination is reached, the President/CEO or the Chair will notify the applicant of the outcome. The Chair of GAC will then forward that recommendation to the BOD. Once the BOD considers the application the applicant will be notified as to the BOD's determination.

If the BOD votes to support the project, at the applicant's request, WHCC will issue a letter of support and/or provide a representative to testify in the support of the project at the applicable Commission or City Council hearing. It is the responsibility of the applicant to inform the WHCC as to any dates or date changes of Commission or Council hearings. Since large projects often require multiple hearings, and/or may change over time, WHCC cannot guaranty that it will attend all hearings on a project or that WHCC will support a project that has changed. Should the applicant desire to resubmit a project to the WHCC for additional consideration, the applicant will be requested to submit a new request for support as outlined in these procedures.

WHCC reserves the right to request a Member resubmit the project should it have significant material changes from the original support request or has a project that has been extended for many years.

Please Note:

- WHCC will only accept and consider applications submitted by WHCC members in good standing. Membership information is available from the WHCC offices.
- Members of the media that are of public communication companies are restricted from GAC meetings.

Suggested standards for reviewing proposed development projects:

1. Does the proposed project promote the healthy economic development of the business community as well as community at large?
2. Will the anticipated use and impact of the project significantly interfere with the wellbeing of commercial and residential properties in the vicinity of the project? Impact relates to traffic, location, density, height, manner of operation, etc.
3. Is the project consistent with the City's General Plan?
4. Are their compelling benefits from the project that outweighs any significant adverse impacts from the project on the business and residential community?