



**Los Angeles County Boards of Real Estate  
Hosted by the California Association of REALTORS  
525 S. Virgil Ave. Los Angeles, CA 90020  
Wednesday, February 22, 2017 10:00 AM-11:30 AM**

- |      |                             |                                |
|------|-----------------------------|--------------------------------|
| I.   | Welcome                     | Jill Furtado, President        |
|      | a. Call to order            |                                |
| II.  | Self-Introductions          | All Participants               |
| III. | Approval of Minutes         | Karol Kochova, Secretary       |
| IV.  | 2017 Executive Team Welcome | Executive Committee            |
|      | a. Treasurer Report         | Lee Lieberg, Treasurer         |
|      | b. Secretary Report         | Karol Kochova, Secretary       |
|      | c. President-Elect Report   | Jim Maceo, President- Elect    |
|      | d. Consultant Report        | Henry Rogers                   |
| V.   | Measure H                   | Planning Deputy, Edel Vizcarra |
| VI.  | Closing Remarks             | Jill Furtado, President        |
|      | a. 2017 Vision              |                                |

## **MEASURE H- SALES TAX MEASURE TO FUND HOMELESS SERVICES AND PREVENTION**

### **Recommended Action**

Support, Oppose, Take no Action and Watch

### **Background**

Measure H will be on the ballot for Los Angeles County voters in Los Angeles County, California, on March 7, 2017, a two-thirds supermajority is required for passage.

A yes vote is a vote in favor of authorizing a 0.25 percent county sales tax for 10 years in order to fund homeless services and prevention.

A no vote is a vote against authorizing a 0.25 percent county sales tax for 10 years in order to fund homeless services and prevention.

### **Analysis**

Approval of Measure H would authorize the County of Los Angeles to impose a one-quarter percent (0.25%) special transactions and use tax on the gross receipts of any retailer from the sale of all personal property in the incorporated and unincorporated territory of the County.

This Measure was placed on the ballot by resolution of the County Board of Supervisors. Proceeds from the Tax will be used to generate ongoing funding to prevent and combat homelessness within Los Angeles County, including funding mental health, substance abuse treatment, health care, education, job training, rental and housing subsidies, case management and services, emergency and affordable housing, transportation, outreach, prevention, and supportive services for homeless children, families, foster youth, veterans, battered women, seniors, disabled individuals, and other homeless adults, consistent with the strategies developed through the Homeless Initiative adopted by the Board, and as otherwise directed by the Board to address the causes and effects of homelessness.

The Ordinance provides that the County shall contract with the California State Board of Equalization ("SBE") to administer the Tax. The Ordinance requires the SBE contract ensure the combined local transactions and use tax rate limit (currently two (2) percent) is not exceeded in any city or district such that the Tax, when aggregated with all other transactions and use taxes within the city or district subject to the combined rate limit will

- (1) not cause the rate of all such taxes to exceed the combined rate limit,
- (2) not cause any person subject to the Tax to pay more than combined rate, and
- (3) have no impact on the revenue received by each city and district from transactions and use taxes previously imposed.



**Los Angeles County Boards of Real Estate  
Hosted by the California Association of REALTORS  
525 S. Virgil Ave. Los Angeles, CA 90020  
Wednesday, December 14, 2016 10:00 AM-11:00 AM  
December Minutes**

- I. Welcome Mark Ramos, Chair
  - a. Call to order 10:05AM
  - b. Self-Introductions- All Participants
  - c. Ira Bland, Jill Furtado, Cecil Griffin, Jim Maceo, Nick Zigic, Joyce Christensen, Steve Rice, Ann Trussel, Karol Kochova
- II. Approval of Minutes Joyce Kristensson, Secretary
  - a. Motion: Recommend the minutes for approval –Nick Zigic
  - b. 2<sup>nd</sup>: Cecil Griffin
- III. Treasurer Report Lee Lieberg, Treasurer
  - a. Motion:
  - b. 2<sup>nd</sup>:
- IV. 2017 Membership Outreach Henry Rogers
  - a. BookYourData.com
    - i. Helps find sales leads with the #1 site for accurate B2B email lists. Get the verified contact information for those in your targeted industry. Now we can

buy mailing lists that have been pre-made or created for our own marketing solutions. 25,578 Contacts for \$2,023

## V. LACBOR Board Election

## Henry Rogers

### a. Election Results

- i. President-Elect- Jim Maceo
  - ii. Treasurer- Lee Lieberg
  - iii. Secretary- Karol Kochova

## VI. Affiliate Membership

a. Pricing

- i. \$250 Affiliate Membership
  - ii. \$75 per month to advertise on the LACBOR website and via eblasts

## VII. Government Affairs Report

PEAR Strategies

- a. Swearing In- Janice Hahn and Kathryn Barger were formally sworn in during two ceremonies at L.A.'s County Hall of Administration downtown. They join Hilda Solis, Sheila Kuehl and Mark Ridley-Thomas, the only man on the board, to oversee a \$28 billion budget as well as several of the largest departments in the United States, including the Sheriff's Department.
  - b. Barger and Hahn already have partnered with Ridley-Thomas to introduce two motions to fund effort to help the homeless. Hahn joined Ridley-Thomas in support of a quarter-cent sales tax measure to be placed on the March ballot. The motion follows passage of Proposition HHH, a property tax measure approved by voters in November that will allow the city of Los Angeles to build 8,000 to 10,000 units of supportive permanent housing for the next 10 years. But it's the county that needs to step in and provide the supportive social services component.
  - c. **¼ cent sales tax- March 2017 Ballot**- The L.A. County Board of Supervisors Tuesday voted unanimously to place a 1/4-cent tax on the March 7 ballot specifically aimed at homeless funding. It will need support from 2/3 of voters to pass and would raise

an estimated \$355 million annually. The tax would increase L.A. County's sales tax from 9.25 percent to 9.5 percent, and it would expire after 10 years.

VIII. Closing Remarks

Mark Ramos, Chair

- a. Next LACBOR Meeting Wednesday, January 11, 2016- Glendale Association of Realtors: 10:00 AM-11:00 AM

**TO:** LACBOR Board

**FROM:** PEAR Strategies

**RE:** Marketing List

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25,578 Contacts for \$2,023

[LINK](#)

- \_) All email lists come with over 95% deliverability guarantee
- \_) Both automated and manual processes ensure the accuracy of human-verified lists
- \_) Final validated via social accounts of direct email contacts
- \_) No subscription fees, no hidden fees. Purchase only what we need today
- \_) Not only email addresses, but also included other contact information (like phone, address) for free
- \_) Don't bother contacting generics (such as info@, contact@). With our lists, you can email real people directly!
- \_) Direct email contacts available not only from US, but also from over 170 countries!
- \_) Highly targeted audiences! Don't waste your money for general lists, we just sell targeted lists for high ROI!
- \_) Download your list as an Excel supported .csv file, integrate it into your CRM, and start networking
- \_) All email lists are delivered electronically and instantly, no waiting time, just in seconds once you purchase!

**TO:** LACBOR Board

**FROM:** PEAR Strategies

**RE:** Supervisors 3 and 5 Swearing- In

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Janice Hahn and Kathryn Barger were formally sworn in during two ceremonies at L.A.'s County Hall of Administration downtown. They join Hilda Solis, Sheila Kuehl and Mark Ridley-Thomas, the only man on the board, to oversee a \$28 billion budget as well as several of the largest departments in the United States, including the Sheriff's Department.

They replace Supervisors Michael Antonovich and Don Knabe to represent the 4th and 5th districts. Both men had more than 55 years of service between them but were forced out by term limits passed in 2002. For Hahn, the morning ceremony became a tribute to her father, Kenneth Hahn, who served on the board for 40 years and whose name is on the Hall of Administration. The lineage of public service in her family was evident when Hahn was sworn into office by her brother, former Mayor James Hahn, who is a Los Angeles Superior Court judge.

Later in the day, Barger was sworn in by her former boss, Antonovich. Barger was his top aide for 15 years. Both will vote in their first board meeting Tuesday, which includes two weighty issues now facing the county: a sales tax to raise funds for homeless services and a proposal to create an immigrant affairs department.

Barger and Hahn already have partnered with Ridley-Thomas to introduce two motions to fund effort to help the homeless. Hahn joined Ridley-Thomas in support of a quarter-cent sales tax measure to be placed on the March ballot. The motion follows passage of Proposition HHH, a property tax measure approved by voters in November that will allow the city of Los Angeles to build 8,000 to 10,000 units of supportive permanent housing for the next 10 years. But it's the county that needs to step in and provide the supportive social services component.

In their joint resolution, Ridley-Thomas and Hahn said the quarter-cent sales tax is needed to ensure the success of these permanent supportive housing units. The sales tax measure will be levied for a period of 10 years. About 75 organizations support the motion and their members are expected to attended Tuesday's meeting.

Also, Barger joined Ridley-Thomas on a proposal to have homelessness declared a county emergency. Their motion claims tens of thousands of people are affected.

**TO:** LACBOR Board

**FROM:** PEAR Strategies

**RE:** 1/4 – cent tax

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The L.A. County Board of Supervisors Tuesday voted unanimously to place a 1/4-cent tax on the March 7 ballot specifically aimed at homeless funding. It will need support from 2/3 of voters to pass and would raise an estimated \$355 million annually. The tax would increase L.A. County's sales tax from 9.25 percent to 9.5 percent, and it would expire after 10 years.

That money would fund the county's 47-point plan for addressing L.A.'s growing homeless crisis. As of the last homeless census in January 2015, the county counted nearly 47,000 people sleeping on the streets, in tents, in cars and in shelters and temporary homeless housing programs—a 19 percent increase from 2013's count.

The 5-0 vote signaled a change at the Board of Supervisors, which has for decades quarreled over philosophical differences on how to best tackle the issue. The county funded numerous pilot projects and small programs over the years, but they mostly petered out or remained relatively small. In February, the board passed their 47-point plan to tackle homelessness, but remained divided over how to fund it going forward.

In November, city voters approved Measure HHH, a \$1.2 billion bond measure providing public seed funding for nonprofit housing developers. Now it'll be up to county voters to decide whether to entrust the board with hundreds of millions of dollars to fund the services part of the plan going forward.