



BOARD OF DIRECTORS

Chairman

Gwen Moore
GeM Communications

Secretary

Denise Peoples
Peoples Choice Staffing, Inc.

Treasurer

Nathan Freeman
Figueroa Media Group, Inc.

Lamar Lyons
Rideau Lyons & Co. Inc.

Clarence Scott
Brandon Supply Inc.

Ted Davis
ISComp Systems, Inc.

Zeke Patten
Patten Energy Enterprises, Inc.

Legal Counsel
Angela Reddock, Esq.

President & Chief Executive Officer
Earl "Skip" Cooper, II

CORPORATE PARTNERS

AEG
American Honda Motor Company
Anthem Blue Cross
AT&T
Bank of America
Citibank
City National Bank
Comerica Bank
Department of Water & Power
GDM Technologies, Inc.
HSBC
JP Morgan Chase
Kaiser Permanente Corporation
Los Angeles World Airports
Northrop Grumman Corporation
Pacific Premier Bank
Sempra Energy
Southern California Edison
Swinerton Builders
Turner Construction Company
Union Bank
US Bank
Verizon
Wells Fargo Bank

July 24, 2017

Honorable Herb J. Wesson,
President
Los Angeles City Council
200 N. Spring Street, Ste. 440
Los Angeles, CA 90012

Dear Herb:

I write to you today as the President and Chief Executive Officer of the Black Business Association (BBA), the oldest active ethnic business organization in the state of California, which serves as an advocate on behalf of African American businesses and our broader African American community.

Of the thousands of businesses in California that are owned by African Americans, tied directly or indirectly to the hospitality industry, many opportunities are afforded our members and community through jobs and economic opportunities at every level. We are aware of the changes that the growth of the home-sharing economy has had, not just within the hospitality industry but in other sectors in the City of Los Angeles as well.

While the BBA supports innovation and change, we fundamentally support progressive efforts that diversify the economic opportunities for African Americans in California and Los Angeles. In that vein, we believe that the Short-Term Rental Ordinance currently pending before the City. The Ho9 Council falls short on the cap of yearly number of days a residence can be used. The concept of holding the home-sharing industry to account for its activities is badly needed, but should be limited to no more than 80 days a year.

AFFILIATE ORGANIZATIONS

Black Women's Network

California Black Chamber of Commerce

California Council of Black Chamber

National Black Business Council

The Greenlining Institute

The National Association of African American Chambers of Commerce

The National Black Chamber of Commerce

Pan African Film & Arts Festival

Recycling Black Dollars

The U.S. Black Chamber Of Commerce

Zambia-USA Chamber of Commerce

MEMORANDA OF UNDERSTANDING

Los Angeles Minority Business Opportunity Committee

Southwest Los Angeles County Small Business Development Center

U.S. Small Business Administration
Los Angeles District Office

Southland Business Development Partnership

The Urban Leadership Project

USC Business Expansion Network

Valley Economic Development Center

The Black Business Association

Mailing Address: P.O. Box 43159, Los Angeles, CA 90043

Tel: (323) 291-9334 • Fax: (323) 291-7820 • Website: www.bbala.org • E-mail: mail@bbala.org



*Over 45 years of service
Founded 1970*

Pg. 2

It is an accepted fact that communities of color are disproportionately impacted by the short-term rental industry. Families are being tossed out of rental units so owners can rent them by the night, in order to secure greater income. This proposed ordinance will only serve to encourage homeowners and speculators to find ways to maximize their properties uses and create an incentive for them to evict less profitable, long-term tenants who are primarily minorities in Los Angeles.

We recommend that you limit the number of days to 80 or fewer, and to discourage weekend short-term rentals. This would allow individuals their right to continue to rent properties while participating in this new industry. There is no question that home-sharing is a vital business for the area; however, it should be done logically and respectfully considering the community members who have been in the City of Los Angeles area for generations.

We urge you to revise the ordinance, to seek protections for economically-challenged communities, and to work collaboratively with the all stakeholders to find a solution that will work to keep California at the forefront of economic growth.

Respectfully,

A handwritten signature in black ink, appearing to read 'Earl Cooper II'.

Earl "Skip" Cooper, II
President and
Chief Executive Officer

Cc: Los Angeles City Council Members

The Black Business Association

Mailing Address: P.O. Box 43159, Los Angeles, CA 90043

Tel: (323) 291-9334 • Fax: (323) 857-4610 • Website: www.bbala.org • E-mail: mail@bbala.org