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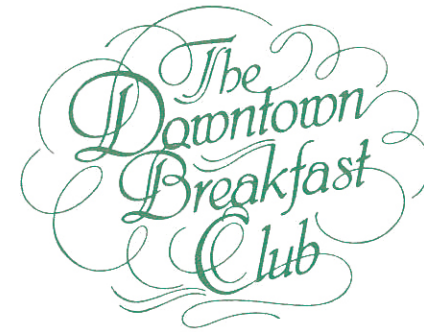
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## 28th Annual Roses and Lemon Awards Breakfast

Thursday, April 3rd, 2008  
Millennium Biltmore Hotel  
Los Angeles

The Downtown Breakfast Club is an organization of professionals whose main purpose is to recognize, foster and encourage the orderly and planned growth of Downtown Los Angeles. The group consists of individual representatives of all the major areas of real estate: development, banking, international investment, architects and engineers, urban planners, investment brokers, insurance and governmental agencies.

Meeting on a bi-monthly basis, the group maintains a profile of current business activity through featured guest speakers as recruited by its members. This type of professional interface encourages and supports sound principles of developing a better quality of life for downtown Los Angeles.

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## **WELCOME**

*Jim Rabe, President*

## **OPENING REMARKS**

*Gary Conrad & Jim White, Program Co-Chairs*

## **SPECIAL RECOGNITION**

*Michelle Isenberg & Frank Jansen, Presenters*

Nokia Theater  
The Colburn School

## **PRESENTATION OF ROSE AWARDS**

### **WELCOME HOME!**

*Shirley Spinelli & Donald Battjes, Presenters*

Ralph's Fresh Fare

Barker Block  
Eastern Columbia  
Santee Village

### **TIME TO RELAX**

*Clare De Briere & Wade Killefer, Presenters*

Blue Velvet  
The Edison  
Seven Grand  
Takami & Elevate Lounge

### **GOOD IDEAS--We'd like to see more!**

*Barbara Bailey & Steve Marcussen, Presenters*

Downtown Dog Day Afternoon @ The Cathedral  
L.A. Weekly Offramp Music Festival  
FarmLab

## **PRESENTATION OF LEMON AWARD**

*Hal Bastian, Lemonizer*

**Adjournment**



You are cordially invited to the

28th Annual

ROSES AND LEMON  
AWARDS BREAKFAST

in the Crystal Room

Millennium Biltmore Hotel, Los Angeles

Thursday, April 3rd, 2008

Coffee Reception 7:30 am

Breakfast 8:00 am

Please R.S.V.P to your Host

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Host Name

A special thank you to a Major Sponsor  
*(their contribution missed our printing deadline!)*

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## Sweet Victory, Sour Defeat

Rec and Parks Gets Zinged at Downtown Breakfast Club's Roses and Lemon Awards

by Richard Guzmán  
Apr 7, 2008



Charles Barfield and Ara Partagian of the Ralphs Fresh Fare in South Park accepted a special award from the Downtown Breakfast Club. Prizes were dispensed to standout projects. Photo by Gary Leonard.

Amid blaring trumpets and the banging of a gong, hundreds of Downtown business leaders gathered at the Millennium Biltmore Hotel on Thursday, April 3, for the 28th annual Roses and Lemon Awards.

At the event organized by the Downtown Breakfast Club, a batch of new projects received praise in the form of Rose prizes, while the City Department of Recreation and Parks was singled out with the Lemon for its mishandling of Quimby fees and its lack of park creation.

"It was a great event today, on time, under budget. Everybody had a great meal and it was a lot of fun," said DBC President Jim Rabe.

A vertical promotional graphic for 'Easter by Patina'. At the top, there are several colorful Easter eggs in shades of blue, yellow, and pink. Below the eggs, the word 'Easter' is written in a large, blue, cursive font. Underneath 'Easter', the words 'BY PATINA' are written in a smaller, blue, sans-serif font. The main text of the graphic reads 'Celebrate at home with a spring meal and treats for the kids!' in a black, sans-serif font. Below this text, the Patina Restaurant Group logo is displayed, featuring the word 'PATINA' in a large, blue, sans-serif font with a yellow and pink egg graphic behind it, and 'RESTAURANT GROUP' in a smaller, blue, sans-serif font below it. At the bottom of the graphic, there is a blue rectangular button with the text 'VIEW MENU + ORDER' in white, sans-serif font.

The breakfast was a humorous and lighthearted affair, complete with Romanesque trumpets sounding off at the announcement of the nominees, and a gong banged enthusiastically - and repeatedly - by Hal Bastian, a DBC member and presenter of the Lemon.

"We may not see the gong again," Rabe said after the ceremony.

Santee Village, a \$130 million multi-phase project from Mark Weinstein's Santa Monica-based MJW Investments, received the Rose in the "Welcome Home" category, beating out the Barker Block and Eastern Columbia Building (a special prize in the category was awarded to Ralphs Fresh Fare for returning to Downtown).

In the "Time to Relax" category, for entertainment and nightlife venues, Blue Velvet, a restaurant and lounge in the former Holiday Inn on Garland Avenue, topped The Edison, Seven Grand and Takami Sushi & Robata Restaurant/Elevate Lounge.

In the "Good Ideas, We'd Like to See More" category, the nominees, which all received roses, were the Downtown Dog Day Afternoon at the Cathedral, the L.A. Weekly Detour Music Festival and Farmlab, for its work at the former Cornfield site.

The Nokia Theatre and the Colburn School also received Special Recognition awards from the Breakfast Club.

Rabe said all the nominees are standout projects in Downtown.

"Santee Court is a great project. It's the culmination of the work that Mark Weinstein's done at that location and it really finishes off what he started in that South Park area," he said. "Blue Velvet was a big risk. That site is not something where you would expect to find a good bar and restaurant."

It may have been a lighthearted event, but the winners took the roses to heart.

"We just appreciate the fact that MJW Investments has been recognized for all of our hard work and vision helping to build a community in Downtown Los Angeles," said Robin Horwitz, who accepted the rose for Santee Village.

"We're so happy to be part of the whole Downtown gentrification and serving the community with good food and drink," said Brett Mosher, owner of Blue Velvet.

Pushy Lemon



The highlight of the event for many was Bastian's presentation of the Lemon to the Department of Recreation and Parks. Although sour, event organizers said it is meant as a gentle nudge to encourage improvement, rather than a source of ridicule.

"What we try to do with the Lemon award is give someone a push. It is supposed to be constructive criticism," Rabe said.

Still, many applauded the decision. The department's Quimby program is intended to use fees gathered from residential developers to build parks. In Downtown, many who have paid up have complained about few results. A recent audit found that the department has tens of millions of dollars in unspent Quimby funds.

"We're hoping [the department] will take the nudge and figure out how to spend the park money and get us parks in Downtown," Rabe said.

Recreation and Parks General Manager Jon Kirk Mukri was not aware of the awards ceremony, or that his department was the recipient of the Lemon, until informed by *Los Angeles's Downtown News*.

"I don't care about the award. Personally, when you're a general manager, you're going to take the good with the bad, and people want to make an issue out of having money. I've never heard this in the 33 years I've been in both the federal government and the city government as a negative," he said.

"There's nothing wrong with having money in the Quimby accounts. We're going to hold this until we have a plan to expend it," he continued. "These are one-time funds."



Although the department received the Lemon, Bastian jabbed at other Downtown entities for various missteps.

In a slide show, he poked at the Rite Aid on Fifth and Broadway for having store windows covered up so no one can see inside. He also critiqued graffiti-covered buildings and all the Downtown business that are closed on Sunday mornings. He chided the *Los Angeles Times* for stories about the perceived cooling in the Downtown housing market.

But the audience ate it up when Bastian announced that he would show all the parks created by Quimby fees.

"That's a nice one," Bastian said, pointing to a blank screen.

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