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Coalition
Board of Directors

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Sarah Besley
Executive Director



April 10, 2013

Lo Angeles City Council
City Hall
200 N. Spring Street
Los Angeles, CA 90012

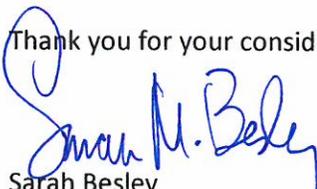
Subject: Peru Village designation, case no. 12-1914-S1

Honorable City Council Members,

On behalf of the Central Hollywood Coalition, the managing entity of the Sunset & Vine Business Improvement District, we wish to express our opposition to the proposal which would rename a portion of Hollywood as Peru Village.

While the board respects the organizing efforts of the Peruvian community, they do not support labeling a subsection of Hollywood as "Peru Village" when Hollywood has already been deemed a community with geographical boundaries within the City of Los Angeles. The motion was carried unanimously by our fifteen member board on April 9, 2013.

Thank you for your consideration,


Sarah Besley
Executive Director, Sunset & Vine BID