



September 20, 2024

Honorable Members of the City Council  
c/o City Clerk  
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have appointed Mr. Carlo Matricardi to the Board of El Pueblo de Los Angeles Historical Monument Authority Commissioners for the term ending June 30, 2025.

I certify that in my opinion Mr. Matricardi is especially qualified by reason of training and experience for the work which shall devolve upon him, and that I make the appointment solely in the interest of the City.

Mr. Matricardi will fill the vacancy created by the departure of Aaron Thomas.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is written in a cursive, flowing style.

KAREN BASS  
Mayor

KB:tga

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Carlo Matricardi  
**Commission:** Board of El Pueblo de Los Angeles Historical Monument  
**Authority Commissioners**  
**End of Term:** 6/30/2025

### Appointee Information

1. **Race:** Latinx
2. **Gender:** Male
3. **Council District and neighborhood of residence:** 5 - Central
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** Bachelor of Business Administration, International Business, and Bachelor Arts, Spanish, Loyola Marymount University
7. **Occupation/profession:** Managing Director, Carthay Group
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Appointment
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Race	Gender	Term End
Chu, Brian	West LA	5	API	M	6/30/2025
Cardenas, Zelenne	South LA	8	Latinx	F	6/30/2026
Quon, Lori	West LA	11	API	F	6/30/2026
Romero, Marcial	South LA	9	Latinx	M	6/30/2025
VACANT					6/30/2025
Wirfs, John	East LA	1	API	M	6/30/2026
Perez, Liliana	East LA	13	Latinx	F	6/30/2025
Manriquez, Suzanne	East LA	14	Latinx	F	6/30/2028
Ramirez, Irma	East LA	1	Latinx	F	6/30/2028

# CARLO MATRICARDI / REAL ESTATE MANAGER

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## SUMMARY

**Team Leader** passionate about setting an organization's guiding principles into action by solving problems.

**Value-driven professional** with a proven track record to consistently outperform the marketplace.

**Champion of Innovation** recognized for creative approaches to uncovering data and opportunities.

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## EXPERTISE

Public Speaking | Stakeholder/Transaction Management | Commercial Leasing/Sales | Location Intelligence |  
Lease Administration | Feasibility Studies | Economic Development | Creative Problem Solving | Construction Management

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## EXPERIENCE

### **CARTHAY GROUP** (Los Angeles, CA)

**May 2016 – Present**

#### **Managing Director** | carthaygroup.com

Leadership and growth of a commercial real estate business that has expanded services from sales and leasing into an outsourced real estate manager. Recognized for producing record growth and outperforming competitors during the global pandemic.

- Developed a comprehensive real estate strategy across multi-site organizations to scale operations on demand including the launch of new clinic or medical office buildings, offices, stores, restaurants, manufacturing, and banking spaces.
- Prepared and presented real estate strategies and proposals to senior level leaders and executives resulting in the site selection through completion of de novo sites; including four (4) new retail restaurant openings, 160K square feet of industrial/manufacturing spaces and eight (8) office environments including medical, showroom and flex.
- Spearhead the asset management and repositioning of dilapidated buildings into profit centers by employing data driven decisions to inform, target and capture the best tenants.
- Lead the identification, evaluation, and negotiation of real estate opportunities, including leases, acquisitions, and dispositions resulting in \$23MM+ new business and earned the primary leasing contact role on 463,000 SF+ of new business.
- Partnered with the ownership teams leading the design, construction, and renovation of affordable housing, medical/office, retail and educational facilities to create inspiring and functional environments for stakeholders.

### **NAEROK PROPERTY DEVELOPMENT** (Los Angeles, CA)

**March 2015 – April 2016**

#### **Vice President of Real Estate Development** | Naerok Group International

Recruited by a construction company to increase their offering of owner's representation services. Enabled and lead new business including the approvals process for land entitlement with local government as well as financial analysis and presentation to capital partners.

- Improved the productivity of Property Management staff and increased net income to the facilities management line of business with the creation of standardized proposals, contracts and fee structure.
- Negotiated concept design and approval for Exclusive Negotiating Agreements (ENAs) with City of Inglewood for three distinct properties formerly held as Community Redevelopment Agency (CRA) sites within first 60 days.
- Produced investor offering memorandums and discounted cash flow (DCF) analysis to maximize investor return for a 54-unit condominium development, a 19-unit affordable apartment development, and a 12-unit small lot subdivision.
- Increased the fee development pipeline with an executed agreement to entitle the adaptive reuse of a 72,000 GBA steel frame office building to an 85-unit market rate multifamily property. Increased potential gross income (PGI) and lowered developer risk with program improvements such as: adaptive reuse of existing ground floor retail to eight (8) live-work units.

**LATINO PHYSICIANS OF CALIFORNIA** (Los Angeles, CA)**March 2014 – May 2015****Director of Marketing and Communication | LPOC**

Served in a Project Management role on behalf of Executive Director and Board to enable partnerships between our largest population and physician leaders in the healthcare community.

- Procured, updated and maintained contact data for over 4,338 physicians to create a member base, initiate meaningful dialogue and forge a network of CA physicians.
- Organized events; the 1st Latino Health Conference, the Latino Health Speaker Series across the state to grow our marketing funnel through coordinated local press coverage and membership drives for each.
- Prepared and developed the targeted marketing campaign for the CA Physician Needs Assessment Survey with funding from the Office of Statewide Health Planning and Development (OSHPD).
- Devised and maintained a process for all staff to work remotely across cloud-based systems including mirrored contact relationship management across Salesforce, Nimble and Insightly to ensure vendor access.
- Surpassed expectations of Board of Directors while remaining within budget; Created and executed a marketing plan to result in a tenfold (10x) increase in Facebook participation, 200% increase in membership and 400% increase of site traffic; necessitating a new hosting company.

**MATRICARDI LAW** (Los Angeles, CA)**January 2011 – April 2015****Operations Associate****COMMUNITY REDEVELOPMENT AGENCY** (Los Angeles, CA)**June 2010 – December 2010****Real Estate Development Intern | CRA/LA****DC COMMERCIAL** (Los Angeles, CA)**February 2006 – May 2010****Investment Consultant | dccom.com****EXECUTIVE HEALTH CONSULTING** (Los Angeles, CA)**September 2005 – January 2006****Marketing Director | ehcllc.com****UNIVISION** (Los Angeles, CA)**April 2004 – August 2005****Sales Associate | univision.com**

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**CAUSES****Real Estate Advisory Council, Loyola Marymount University** (Los Angeles, CA)**2019 – Present**

*Leveraging the knowledge of the best-in-class practitioners within the built environment to the benefit of our students.*

**Member of the Board, Executive Committee, Events Chair | lmu.edu**

- Organized the programming of quarterly events which draw over 600 participants annually; and growing.
- Recruited 16+ new executives for our launch and now our signature annual event the Real Estate Career Day Fair.

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**TECHNICAL SKILLS**

Microsoft Office Suite | Google Suite | Canva | Trello | Pipedrive | ArcGIS | Argus

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**EDUCATION**

Certificate, Excel Real Estate Analysis: Advanced Pro-forma Modeling, **Kahr Real Estate Services** (New York, NY) **2011**

Certificate, Ross Minority Program in Real Estate, **University of Southern California, Lusk Center** (Los Angeles, CA) **2009**

Bachelor of Business Administration (BBA), International Business, **Loyola Marymount University** (Los Angeles, CA) **2003**

Bachelor of Arts (BA), Spanish, **Loyola Marymount University** (Los Angeles, CA) **2003**



KAREN BASS  
MAYOR

September 20, 2024

Dear Mr. Matricardi:

I am pleased to inform you that I hereby appoint you to the Board of El Pueblo de Los Angeles Historical Monument Authority Commissioners for the term ending June 30, 2025, subject to confirmation by the City Council.

To begin the appointment process, please review, sign, and return the enclosed Remuneration Form and undated Letters of Separation **within one week** of receiving this letter. These documents are necessary to ensure the most efficient, open, and accountable city government possible.

Mayor's Office policy requires all potential commissioners to be fingerprinted as part of the background check. The Commissions team will assist in connecting you with Personnel's Background Unit so that you may schedule an appointment to have this done. You must schedule the appointment **within one week** of receiving this letter.

Should this apply to your commission, you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws, and a copy of the State Form 700/Statement of Economic Interests. You are required to complete and return this form **within 21 days** of your nomination to the City Ethics Commission via the California Fair Political Practices Commission's eDisclosure website, or by mailing the forms to City Hall at 200 N. Spring Street, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Samantha Rodriguez at the City Ethics Commission by email at [samantha.rodriguez@lacity.org](mailto:samantha.rodriguez@lacity.org).

As part of the appointment process, Katy Yaroslavsky, your Councilmember, and Councilmember Eunisses Hernandez, the Chair of the Neighborhoods and Community Enrichment Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Mr. Carlo Matricardi  
September 20, 2024  
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Additionally, you will be required to attend public meetings at City Hall where your appointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your appointment will be considered by the Neighborhoods and Community Enrichment Committee. Sometime thereafter, you will be notified of the date when your appointment will be presented to the full City Council. Before you may begin serving, you will be required to take the Oath of Office in the City Clerk's Office located in Room 395 of City Hall. If you require parking for these meetings, please contact my Commissions team by email at [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org).

Per the City Charter, most commissioners must be registered voters of the City of Los Angeles, and must therefore reside within Los Angeles. If you move at any point during your term, or your contact information changes, please contact my Commissions team immediately at the email address listed below. While we hope that you complete a successful term, if for some reason you intend to resign, please do so in writing to my Commissions team at [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org).

Congratulations, and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is fluid and cursive, with the first name "Karen" and the last name "Bass" clearly distinguishable.

KAREN BASS  
Mayor

KB:tga

Attachment I  
Mr. Carlo Matricardi  
September 20, 2024

## **Nominee Check List**

### **I. Within 7 days:**

- ☐ Email the below completed documents, found on the last three pages of this letter, to: [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org) OR mail them to:

Office of the Mayor  
Attn: Thomas Arechiga  
200 N. Spring Street, Room 303  
Los Angeles, CA 90012

- Remuneration Form
- Undated Separation Letters (2)

- ☐ Schedule an appointment to get fingerprinted to complete a background check. The Commissions team will assist in connecting you with the Personnel Background Unit.

### **II. Before your appointment is heard in committee or full council (you will be contacted by the Clerk's Office with this date):**

- ☐ File the following forms with the City Ethics Commission. If you are required to file, you will receive these forms via email from that office. Be sure to take no more than 21 days to file, per City law.

- Statement of Economic Interest ("Form 700")  
*IMPORTANT:* The City Council will not consider your nomination until your completed form is reviewed by the Ethics Commission.
- CEC Form 60

### **III. The Mayor's Office will notify the below Councilmembers of your nomination, so that they may reach out to schedule a meeting with you should they wish.**

- ☐ Your City Councilmember Katy Yaroslavsky
- ☐ Councilmember Eunisses Hernandez, Chair of the Council Committee considering your nomination

### **IV. Public Meetings at City Hall:**

- ☐ Neighborhoods and Community Enrichment Committee Hearing
- ☐ Full Council Hearing