



KAREN BASS
MAYOR

March 21, 2023

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Alison McBeth-Featherstone to the Board of Animal Services for the term ending June 30, 2024. Ms. McBeth-Featherstone will fill the vacancy created by Alisa Finsten, whom I removed effective May 5, 2023 or at the time Ms. Finsten's successor is confirmed by the City Council.

I certify that in my opinion Ms. McBeth-Featherstone is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

KAREN BASS
Mayor

KB:tga

Attachment

ALISON M. MCBETH FEATHERSTONE

EXPERIENCE

JAAM Construction, Inc., ABCO Pacific Construction, Incorporated Los Angeles, CA 2012-2023
President and General Manager. Contract to perform specified construction work in accordance with architect's plans, blueprints, codes, and other specifications: Estimate costs of materials, labor, and use of equipment required to fulfill provisions of contract and prepare bids. Confer with clients to negotiate terms of contract. Subcontract specialized craft work, such as electrical, structural steel, concrete, and plumbing. Purchase material for construction. Supervise workers directly or through subordinate supervisors.

Kabbalah Centre International Los Angeles, CA 2010-2012
Marketing Coordinator Balance and maintain a \$1.3 million media budget per year Conduct consumer research. Develop creative briefs and execute creative production requests in conjunction with creative staff for print, radio, and Point-of-Purchase (POP) projects. Create marketing/media plans for 10 national study groups, 4 national centres, and 2 international centres in Toronto, and London. Negotiate pricing for radio ads and newspaper inserts. Conduct analysis of class attendance and sales data to determine optimal times for marketing initiatives. Supervise production, development, and implementation of promotional materials. Execute and analyze results of advertising and marketing campaigns. Evaluate potential advertising opportunities and develop advertising content. liaison between the local and international Kabbalah centers.

Nissin Foods USA Gardena, CA 2008-2010
Marketing Coordinator - Packaged Goods and Event Coordination. Manage creative briefs for package design. Track inventory to make sure all finished goods are used before new package design is implemented. Conduct consumer research. Manage \$3.2 million event budget per year. Manage and develop the national in-store demo and outdoor events program. Select areas that need sales lift and plan events for that region. Manage logistics team to arrange for product to be delivered to events. Partner with Sales team to select venues in target demographic. Coordinate and oversee 10,000+ events per year. Hire and train teams to conduct events. Travel nationally to audit events. Track sales numbers per event to determine the percent increase and profit. Work in partnership with sales to create event collaterals such as coupons, and product sell /information sheets. Interface with the design agency to create in-store displays and develop creative materials to support launch of new items. Develop event programs to launch new items. Track and analyze coupon redemption rates and associated costs. Interface with the design agency to create in-store displays and develop creative materials to support launch of new items. Source and manage promotional items for event pricing and giveaways.

Zimmerman & Partners Advertising Los Angeles, CA 2007-2008
Account Coordinator - Nissan Southwest Region. Partner with Southwest Region clients on competitive analysis, value added, and promotional marketing opportunities. Developed creative briefs and executed creative production requests with Florida production and creative staffs for print, TV, radio or Point-of-Purchase projects. Managed broadcast flight date and newspaper insertion reports for TV, radio, and print ads for nine Southwest Region Markets. Monitor and reported sales and registration data for assigned Southwest Region markets. Created meeting content and marketing presentations for Quarterly Designated Marketing Area Meetings.

AAMC Property Management, LLC Los Angeles, CA 2005- 2007
Property Manager. Purchased building and maintenance supplies, equipment, and furniture. Inspected properties to ensure they were safe and determined if repairs or maintenance were needed. Planned, scheduled, and coordinated general maintenance, major repairs, and remodeling projects. Maintained records of property agreements. Developed and administered an annual operating budget.

EDUCATION

California State University Northridge *Bachelor of Arts - Communication Studies*

2002-2006

COMMISSION APPOINTMENT FORM

Name: Alison McBeth-Featherstone
Commission: Board of Animal Services
End of Term: 6/30/2024

Appointee Information

1. **Race:** African American
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 10 - Central
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., Communication Studies, California State University Northridge
7. **Occupation/profession:** President and General Manager, JAAM Construction, Inc., ABCO Pacific Construction, Incorporated
8. **Experience(s) that qualifies person for appointment:** See attached resume/bio
9. **Purpose of this appointment:** Appointment
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Term End
Garcia, Olivia	Central	10	Latina	F	30-Jun-27
Gross, Larry	South Valley	4	Caucasian	M	30-Jun-25
Cohen, Jill	South Valley	3	Caucasian	F	30-Jun-26
Sandoval, Jose	North Valley	6	Latino	M	30-Jun-23
Finsten, Alisa	West LA	5	Caucasian	F	30-Jun-24



KAREN BASS
MAYOR

March 21, 2023

Dear Ms. McBeth-Featherstone:

I am pleased to inform you that I hereby appoint you to the Board of Animal Services for the term ending June 30, 2024, subject to confirmation by the City Council. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please contact my Commissions team by email at myr-commissions@lacity.org, to make arrangements for you.

To begin the appointment process, please review, sign, and return the enclosed Remuneration Form and Undated Separation Letters **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open, and accountable City government possible. Further, 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 the Personnel 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 at 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Nicole Enriquez at the Ethics Commission by email at nicole.enriquez@lacity.org.

Ms. Alison McBeth-Featherstone
March 21, 2023
Page 2

As part of the City Council confirmation process, meetings will be offered to Heather Hutt, your Councilmember, and Councilmember Eunisses Hernandez, the Chair of the Neighborhoods and Community Enrichment Committee, to answer any questions they may have.

You will be hearing from a City Council committee 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 by the committee clerk when your appointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall.

Per the Charter, Commissioners must be residents of the City of Los Angeles. If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

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 written in a cursive, flowing style.

KAREN BASS
Mayor

KB:tga

Attachment I
Ms. Alison McBeth-Featherstone
March 21, 2023

Nominee Check List

I. Within 7 days:

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

_____ Email the completed forms, found on the last three pages of this letter, to: myr-commissions@lacity.org OR mail them to: Commissions Team, Office of the Mayor, City Hall – Room 303, 200 N. Spring Street, Los Angeles, CA 90012.

- Remuneration Form
- Undated Separation Letters

II. Within 21 days:

_____ 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.*

- **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 Heather Hutt

_____ Councilmember Eunisses Hernandez, Chair of the Council Committee considering your nomination