



November 16, 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. Mary Rosas to the Board of Taxicab Commissioners for the term ending June 30, 2028.

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

Ms. Rosas will fill the vacancy created by the departure of Alma Martinez.

Sincerely,

A handwritten signature in black ink that reads 'Karen Bass'.

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Mary Rosas
Commission: Board of Taxicab Commissioners
End of Term: 6/30/2028

Appointee Information

1. **Race:** Latinx
2. **Gender:** Female
3. **Council District and neighborhood of residence:** 12 - North Valley
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 Science / Business Management, University of Phoenix
7. **Occupation/profession:** Government Affairs Central/Southern California, Hawaii, and Western States, Starbucks
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
Colaiace, Andre	Central	5	Caucasian	M	6/30/2027
Welliver, Steven	Central	5	Caucasian	M	6/30/2024
Martinez, Andrea	Central	13	Latinx	F	6/30/2025
Spiegelman, Eric	East LA	14	Caucasian	M	6/30/2026
VACANT					6/30/2028

Highlights of Qualifications:

- Highly effective professional with over 25 years experience with senior/disabled advocacy, tourism, government affairs, advocacy, community relations and the execution of my employer's strategic vision.
- Proven track record in identifying, engaging and building positive working relationships with an array of stakeholders from private and public sector aimed at effecting change across the US Western Region.
- Leader in creating opportunities for my employer to build partnerships with advocacy organizations resulting in coalitions that influence policymakers, consumers and the public at large.
- Recognized by policymakers as a strong community leader resulting in appointments to state-wide commissions.
- Effective management of large teams in government setting that reaches the public on behalf of department leadership.

Boards and Commissions:

- October 2015 to present, Appointee, Los Angeles County Public Social Services Commission
- January 2015 to present, Board of Directors, Vision Y Compromiso
- March 2016 to present, Board of Directors, Latinas Lead Ca statewide PAC
- Former Board of Directors, HOPE (Hispanas Organized for Political Equality)
- Former Appointee, California Board of Optometry

Employment History:

Starbucks, Government Affairs Central/Southern California, Hawaii, and Western States (March 2020 - present)

- Develop and implement regional efforts to elevate Starbucks presence with elected officials, community stake holders and business associations.
- Oversee policy and legislative issues that will impact the business including store development, retail regulations and statewide employer laws.
- Guide store community service programs to align with non-profit organizations to realize change and improvement for local neighborhoods.
- Activate and implement national initiatives locally in three regions to achieve company goals.

Statewide Senior Director, California Consulting (November 2019 – March 2020)

- Utilize my expertise in connecting elected officials to our cadre of funding sources that will realize new projects.
- Deliver the opportunity to municipalities, counties and state departments to secure funding via grants.
- Expand our network of partners within the state to insure that resources are secured.

Director of Public Affairs, Ca Resources Corporation (October 2017-October 2019)

- Position CRC as a trusted corporate partner with community leaders and elected officials in California.
- Oversee charitable and political contributions for city and county partnerships.
- Oversee projects with regional staff to leverage and elevate events and political allies for mobilization on local and state policies.

- Serve on high profile trade group and political associations to insure they are aware of the challenges energy policies will have when addressing oil and gas in the state of California and will advocate on CRC's behalf
- Monitor media and legislative issues to plan and prepare allies as needed by utilizing trade association materials or CRC specific messaging.

Coalition Specialist, Local Public Affairs, Southern California Edison (May 2016-October 2017)

- Identify and secure non-profit organizations to become informed on industry priorities such as grid modernization, energy efficiency and rate reform. With the purpose to influence policy makers at the municipal, county, state and federal level.
- Manage philanthropy budget to insure compliance with internal and regulatory requirements.
- Align advocates on company projects that will impact communities, road closures and power outages.

Manager, Alliance, Affordability and Access, GlaxoSmithKline (2011-2016)

CALIFORNIA-ALASKA- MONTANA-IDAHO-ARIZONA-NEVADA-HAWAII-UTAH

- Create opportunities to share state and federal legislative priorities with health-related advocacy organizations and other community stakeholder in each state. As a result, GSK has become a trusted partner to these organizations and legislators in all my states.
- Develop coalitions with an array of stakeholders to improve access to services such as brand products, Medicaid Expansion and Medicare Part D.
- Establish internal support from brand teams and government affairs to position GSK as a valuable partner with disease state specific advocacy organizations at the state level.
- Secure grant/sponsorship opportunities for non-profit health-related advocacy groups and other community based organizations to support their purpose and mission.
- Spearheaded an annual conference for target advocacy statewide organizations to advance their capacity to educate and influence policymakers on access and comprehensive medication management to expand scope of practice for pharmacists. The 2015 session was held in Sacramento and included opening remarks by California Health and Human Services Secretary, Diana Dooley.

Senior Director, Alliance, Affordability and Access, PhRMA (2009-2011)

CALIFORNIA-ARIZONA-NEVADA-HAWAII

- Responsibilities included securing relationships with advocacy organizations in assigned states and engage leadership in activities to promote PhRMA member companies.
- Led initiative to engage advocacy organizations on health care reform in targeting priority service areas in each state.
- Represented PhRMA at local, state and national health-advocacy events.
- Created opportunities for PhRMA to partner with legislators in community events that highlighted health issues and provided patient education materials. Under my leadership we were able to achieve our goal of covering 100% of our target areas.
- Consistently identified opportunities locally to rollout initiatives from the home office. Priorities for engagement included biotechnology, innovation, chronic disease management, safe medicines, etc.
- Supervised the work of six consultant companies in all aspects of their contracts. Duties included holding monthly seminars focusing on priority topics in both Southern and Northern California. In two years, team effectively increased the number of partners to our California Partners for Access to Treatment (CPAT) from 900 to 1,300. (caaccess.org)
- Spearheaded the regional grant/sponsorship budget and engage Member companies in the annual events that provide visibility and establish relationships.

Deputy Director, California Department of Consumer Affairs (2008-2009)

CALIFORNIA

- As a Gubernatorial Appointee, was responsible for statewide efforts to implement consumer protection information and resources. Led the Community Outreach Division with 120 staff, which included event outreach; call-center; publications; fraud prevention programs and the Governor's correspondence unit.
- Duties included securing opportunities for the Director in high profile events, speaking engagements as well as representing the State Consumer Services Agency Secretary or the Governor. Top priority included establishing partnerships between department programs and local community organizations to implement initiatives that address consumer issues.
- During my appointment, created and led a program that will alert Californians to avoid fraudulent sales programs. To date the program continues to be the department's most effective statewide prevention program used by the Department of Consumer Affairs Department since it was implemented in 2008. (<http://www.dca.ca.gov/publications/newsletter/spring2009.pdf>).

Public Affairs Liaison, Eli Lilly and Company (2003- 2008)

CALIFORNIA, NEVADA, TEXAS, OKLAHOMA AND NEW MEXICO

- Managed relationships with key not-for-profit organizations that deliver mental health services. Expanded our advocacy work to National organizations to include communities of color, i.e. National Council de La Raza, National Urban League, National Association of Latino Elected and Appointed Officials (NALEO).
- Executed initiatives to secure opportunities for successful product launches in the USA. Through collaboration with brand teams, state and federal government affairs gained the support of national and state advocacy groups to promote access to our products.
- Managed the grant and sponsorship efforts for Eli Lilly at the state level with the purpose to have an aligned strategy at the National level. Responsibilities included distribution, eligibility and monitoring.
- Represented Eli Lilly at events and key meetings in my geographic locations, Southern California, Nevada, Texas, New Mexico and Oklahoma.

Senate Field Representative – California State Senate (1997-1998)

State Senator Barbara Lee

Employee - Contra Costa Convention Center & Visitor Bureau (1986-1996)

Education:

Certificate, Coro, Women in Leadership, 2019

Bachelor of Science/Business Management, University of Phoenix – Walnut Creek, CA, 2001-2003

John F. Kennedy University, School of Management, Pre-Law 2000-2001

Associates of Arts Degree, Pre-Law, Diablo Valley College, 1994-1997



KAREN BASS
MAYOR

November 16, 2023

Dear Ms. Rosas:

I am pleased to inform you that I hereby appoint you to the Board of Taxicab Commissioners for the term ending June 30, 2028, 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 Nicole Enriquez at the City Ethics Commission by email at nicole.enriquez@lacity.org.

As part of the appointment process, John Lee, your Councilmember, and Councilmember Heather Hutt, the Chair of the Transportation Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Ms. Mary Rosas
November 16, 2023
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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 Transportation 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.

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.

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 last name "Bass" clearly distinguishable.

KAREN BASS
Mayor

KB:tga

Attachment I
Ms. Mary Rosas
November 16, 2023

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 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 John Lee
- ☐ Councilmember Heather Hutt, Chair of the Council Committee considering your nomination

IV. Public Meetings at City Hall:

- ☐ Transportation Committee Hearing
- ☐ Full Council Hearing