



KAREN BASS  
MAYOR

June 2, 2025

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Kathleen Rawson to the Board of City Tourism Commissioners for the term ending June 30, 2030. Ms. Rawson's current term expires on June 30, 2025.

I certify that in my opinion Ms. Rawson 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.

Sincerely,

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

KAREN BASS  
Mayor

KB:lap

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Kathleen Rawson  
**Commission:** Board of City Tourism Commissioners  
**End of Term:** 6/30/2030

### Appointee Information

- 1. Race:** Caucasian
- 2. Gender:** F
- 3. Council District and neighborhood of residence:** 11 - West Los Angeles
- 4. Are you a registered voter in the City of Los Angeles?** Yes
- 5. Prior commission experience:**
- 6. Highest level of education completed:** Graphic Design & Advertising, St. Cloud State University
- 7. Occupation/profession:** President and CEO, The Hollywood Partnership
- 8. Experience(s) that qualifies person for appointment:** See attached resume
- 9. Purpose of this appointment:** Reappointment
- 10. Current composition of the commission:**

Commissioner	APC	CD	Race	Gender	Term End
Rawson, Kathleen	West LA	11	Caucasian	F	6/30/2025
Shepperd, Angelia	South Valley	4	African American	F	6/30/2029
Bakewell, Taelor	East LA	14	African American	F	6/30/2027
Vein, Jon	Central	4	Caucasian	M	6/30/2028
VACANT					6/30/2026

# KATHLEEN RAWSON

COMMUNITY AFFAIRS EXECUTIVE

## KEY SKILLS

Community Relations  
Government Affairs  
Board Development  
Strategic Planning  
Fiscal Oversight  
Crisis Management

## SERVICE

LOS ANGELES CITY BOARD  
OF TOURISM  
COMMISSIONERS  
Vice President

LOS ANGELES COUNTY  
ECONOMIC DEVELOPMENT  
CORPORATION  
Board Member

INTERNATIONAL  
DOWNTOWN ASSOCIATION  
Past Chair & Past Treasurer

SANTA MONICA  
HISTORY MUSEUM  
Board Chair

VENICE PLANNING & LAND  
USE COMMITTEE  
Former Committee Member

## EDUCATION

GRAPHIC DESIGN  
& ADVERTISING  
St. Cloud State University

## PROFESSIONAL PROFILE

Dynamic, compassionate, visionary community builder and non-profit executive. Skilled at developing effective teams and boards to drive organizational performance. Trusted advocate intent on forging lasting partnerships with elected officials, public servants and stakeholders. Drawn to opportunities for the creation of thriving and vibrant communities with equitable opportunity for all.

## EXPERIENCE

### PRESIDENT & CHIEF EXECUTIVE OFFICER

The Hollywood Partnership / Los Angeles, CA / February 2022 – Present

Leads the largest property-based improvement district in California. Implements policies and programs developed under the direction of a 25-member board composed of district stakeholders. Advocates for the needs of the Hollywood neighborhood and its impact on the cultural and economic vitality of Los Angeles.

- Led the organization through a rapid restructuring, improving efficiency and effectiveness by reorganizing and hiring for key staff roles and consolidating subcontracted service delivery under a single \$5M+ vendor contract.
- Initiated and hosted forums and/or meetings with candidates for key elected positions to advocate for the needs of Hollywood and other business improvement districts in future administrations.
- Secured more than \$3.25M in pledged government grants and contracts to a community trust established for improvements to the Hollywood neighborhood.

### CHIEF EXECUTIVE OFFICER

Downtown Santa Monica, Inc. / Santa Monica, CA / April 1997 – January 2022

Advocated for the vitality of the Downtown neighborhood and collective interests of its property owners, businesses, and residents. Implemented policies and programs developed under the direction of a 13-member board composed of elected property owners and City Council appointed community members.

- Positioned the world-renowned Third Street Promenade pedestrian mall as a beloved community gathering space, competitor to privately-owned regional shopping centers, and economic engine driving 15% of citywide sales tax.
- Established the city's first property-based improvement district, subsequently expanding district boundaries to include a neighboring commercial corridor and creating an overlay to enhance services along a newly built light rail line.
- Founded signature community events, including a premiere seasonal outdoor ice skating rink with 60,000+ skaters annually and family-friendly LGBT festival.
- Critiqued 50+ real estate development and land use proposals and long-range planning documents, advocating for affordable housing, economic opportunity, vibrant public spaces and alignment to neighborhood character and values.
- Led the community to adopt a housing first model for providing compassionate and supportive services to individuals experiencing homelessness.
- Developed and implemented operating budgets and corresponding strategic plans, overseeing growth from \$1.3M to \$10.5M over two decades.



KAREN BASS  
MAYOR

June 2, 2025

Dear Ms. Rawson:

I am pleased to inform you that I am reappointing you to the Board of City Tourism Commissioners for the term ending June 30, 2030, subject to confirmation by the City Council.

As part of the reappointment process, Traci Park, your Councilmember, and Councilmember Traci Park, the Chair of the Trade, Travel, and Tourism Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

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).

Additionally, you will be required to attend public meetings at City Hall where your reappointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your reappointment will be considered by the Trade, Travel, and Tourism Committee. Sometime thereafter, you will be notified of the date when your reappointment will be presented to the full City Council. Immediately following the meeting, you will again 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).

Ms. Kathleen Rawson  
June 2, 2025  
Page 2

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 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 written in a cursive, flowing style.

KAREN BASS  
Mayor

KB:lap

Attachment I  
Ms. Kathleen Rawson  
June 2, 2025

## Nominee Check List

**I. Within 7 days:**

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

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

- Remuneration Form

**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 Traci Park
- Councilmember Traci Park, Chair of the Council Committee considering your nomination

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

- Trade, Travel, and Tourism Committee Hearing
- Full Council Hearing